

The American

BAKER

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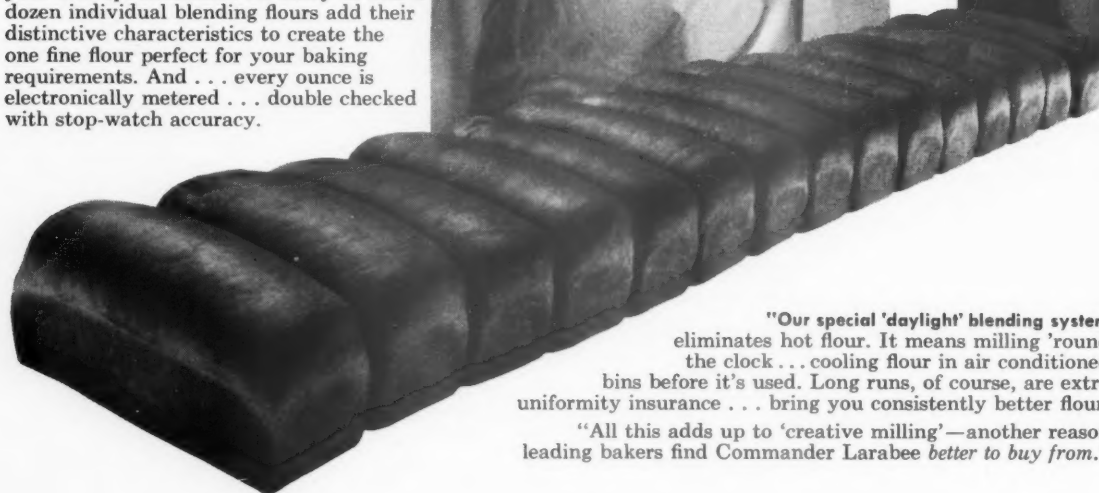
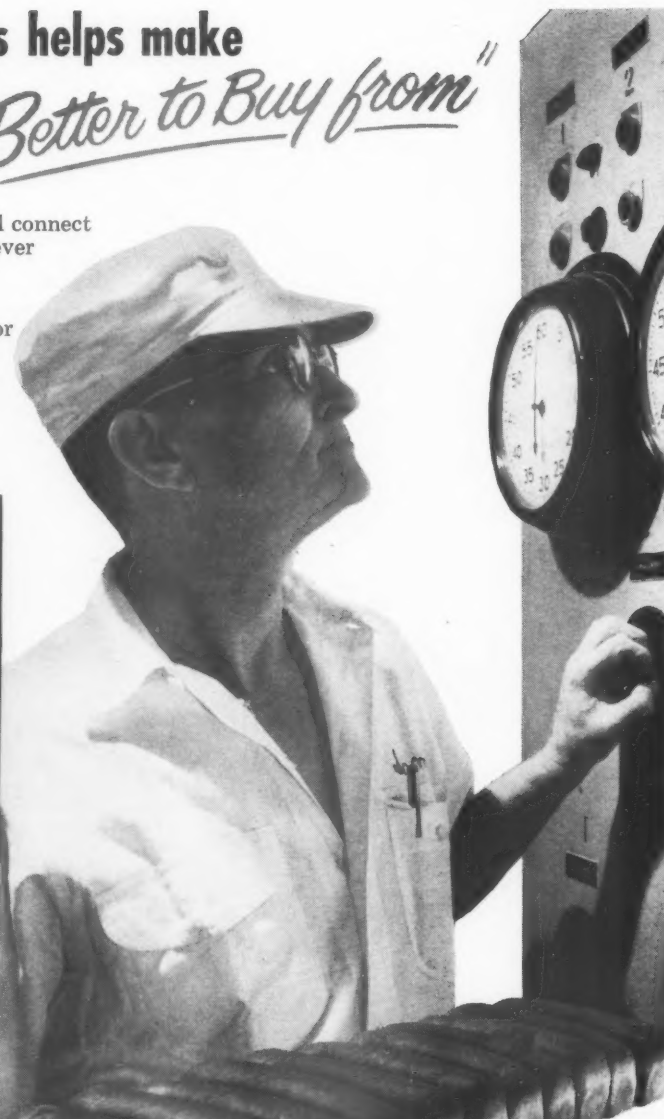
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The American
BAKER



MAY, 1959

ARBA REPORT—Those who attended the Associated Retail Bakers of America convention in Washington were given an opportunity to hear a report from Ezra Taft Benson, secretary of agriculture, on the outlook for the two-price plan for wheat

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FLOUR MARKETS—The swing is on to new crop thinking, and the factors which will determine price trends and when to begin preparations for booking flour are summarized on

Page 8

SBA CONVENTION—A full review of the 45th annual convention of the Southern Bakers Assn. held at St. Petersburg, Fla., including the two main addresses and photographs of the men and women who made it a success, appear on

Page 12

WORTH LOOKING INTO—An increasing array of equipment, machines and sales helps is being made available to flour millers, bakers and the allied industries all the time. These are designed to make their work easier, their production costs less and profits higher. A coupon is easily detached for readers who wish to learn more about items of value to their own businesses

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DUAL CAREER—The vice president of a prominent baking firm in the Southwest is also lieutenant governor of his state. The story of how such a combined career is working out appears on

Page 34

MERCHANDISING — There is a bake shop in Spokane, Wash., reportedly operating with 400 sq. ft. of floor space, a steady line of customers and some time-tested ingenuity. For details explaining how the owners managed to "keep the customers coming in" during the recent recession, see

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**Pennsylvania Girl
Winner of National
'Miss Muffin' Title**

NEW YORK — Martha Brunner, representing the Retail Master Bakers Association of Western Pennsylvania, was crowned the 1959 "Little Miss Muffin" by Ivy Baker Priest, treasurer of the U.S., recently in Washington.

Martha competed with 11 other youngsters from California to Philadelphia in the second national contest sponsored by the Associated Retail Bakers of America. Judges for the finals were Mrs. Priest, Mrs. Patty Cavin, broadcaster on radio station WRC in Washington, and Arnold Taylor, a photo editor of the Washington Star. Martha is 10 years old, lives in Harrisburg, and was escorted by James L. Hollmuller of the western Pennsylvania organization.

The twelve finalists and their mothers were given the trip to Washington as their prize for winning their local titles. In place of the trip, since she resides just outside Washington, Andrea Price, "Miss District of Columbia," was given a check for \$500.

The winner was given a wardrobe of six Kate Greenaway summer creations, a complete "Broccarra" sportswear group, a Fire Arrow Columbia bicycle, and Tom Girl Nightwear by Eastern Isles, among other prizes.

All finalists received the Kate Greenaway dresses worn in the pageant, a Miss Muffin apron and cap, two Milton Bradley games, a bracelet and charm to commemorate the event and a Pan-American Flight bag. Each girl was given a camera and film upon her arrival.

Finalists, their sponsoring associations and escorts were: **Judith Bag-**

(Turn to MISS MUFFIN, page 52)

**FTC Charges False
Bread Advertising**

NEW YORK — False advertising charges were brought by the Federal Trade Commission recently against Bakers Franchise Corp., owner of the formula for "Lite Diet Bread."

Despite the following newspaper, radio and television claims, FTC's complaint alleges, the bread is not a low calorie food and eating it as part of a diet will not prevent the consumer from gaining weight: "Who'd believe it could help you control your weight? . . ." " . . . helps you keep slim . . ."

The name "Lite Diet" itself similarly misrepresents that the bread is a low calorie food, the complaint adds.

In return for cash royalties, the company licenses bakers to bake and sell "Lite Diet" and supplies them with promotional material, the complaint says. Also named as respondents are the concern's officials, Irving G. Fox and Harry C. Freedman. The parties are granted 30 days in which to file answer to the complaint.

Acquisition Made

NEW YORK—Russell E. Duvernoy, president of Duvernoy Bakeries, Inc., has announced the acquisition of the 21 restaurant routes of the Wheatality Baking Corp. Wheatality is known throughout the New York area and has been in business since February, 1929. The Wheatality sales and delivery organization will be retained, Mr. Duvernoy said, with headquarters at 633 W. 44th St., New York.

**Bakers Seek Congressional Help
To Curb Flood of Cheap Bread
From Bakeries in Canada**

BUFFALO—U.S. bakers will appeal to Congress for tariff protection against a rising tide of cheaper Canadian bread entering the Niagara Frontier and other U.S. border areas, according to Charles Schutz, vice president and president-elect of the New York State Manufacturing Retail Bakers Assn.

On his recent return here from Washington, where he discussed the problem with lawmakers, Mr. Schutz said the bakers will ask for congressional action as soon as they have finished a survey of the impact of Canadian bread on the U.S. market. He explained that the survey will cover Canadian baked goods crossing the border at any point. It will seek data on the amounts imported and their effect, in dollars and cents, on the business of U.S. bakeries.

Mr. Schutz said preliminary figures show that nearly 600,000 loaves enter this country each month across the border from Sault Ste. Marie to Vermont. About 50% of the bread used in New York State's St. Lawrence River area is from Canada and, in northern Vermont, Canadian loaves account for 60%.

The survey being coordinated by Mr. Schutz is supported by the New York State Retail Bakers and the national group, the Associated Retail Bakers of America, U.S. bakers, in their appeal for a duty on Canadian imports, will seek support from farm-state lawmakers.

Meanwhile, small bakeries in the Buffalo area, already reeling from competition of imported Canadian bread, are bracing themselves for a stepped-up influx of cheaper loaves from across the border.

The bread, which is duty-free, sells for less than a U.S. loaf, and its rising influx is cutting heavily into commissions of bakery driver-salesmen on this side of the border, according to Robert A. Smith, business representative of the independent teamsters' Bakery Drivers Local 264. Retail and independent wholesale bakeries have also been complaining about their sales volume recently.

The situation has existed for months, Mr. Smith said, but has "gotten worse" lately. As a result, the union is seeking the aid of legislators and plans to demonstrate against the U.S. retail outlets on the frontier which sell the Canadian bread.

He said most of the bread comes from non-union bakeries in nearby Canada, although some comes from as far away as Toronto.

The bread crosses the border at Buffalo and Niagara Falls and is sold mostly to small markets and delicatessens, Mr. Smith said. Some is taken as far as Rochester. Local 264 represents more than 800 retail and wholesale driver-salesmen who operate door-to-door or store-to-store.

Mr. Smith said many drivers in his union have lost weekly commissions ranging from \$12 to \$18 because of the competition of the lower-priced Canadian loaf.

There is a Canadian tariff of 20% on U.S. bread.

Mr. Smith said Local 264 has taken its plight to Thaddeus J. Duslki and John R. Pillion, representatives in Congress. It plans soon to talk to

Rep. William E. Miller and Sen. Jacob K. Javits and Sen. Kenneth B. Keating. It has also talked to numerous government agencies, whose jurisdiction covers the manufacture of foodstuffs, and to U.S. customs officials.

Both the U.S. and Canada should have bread tariffs or neither should have one, the bakery drivers' union contends.

Harold R. Becker, customs collector, said his department will crack down on any illegal shipping of Canadian bread. A Canadian bakery driver is permitted to bring duty-free bread into this country providing he declares it, has already sold it, and has consignees for his cargo.

He is not permitted to "peddle" his load from outlet to outlet, seeking to sell it as he goes. If he does, he is violating the law regulating use of a Canadian vehicle and his truck is subject to seizure. The Canadian driver-salesman in such a case also violates the labor provision of the U.S. Immigration Law.

Henry J. Gapinski, past president of the Greater Buffalo Master Bakers Assn., said recently that up to 80,000 loaves of bread a month have been entering the Niagara Frontier recently from Canadian bakeries. Within three months the monthly import total is expected to exceed 110,000 loaves. Canadian production facilities are increasing steadily. A multi-million dollar bakery in Welland, Ont., is nearing completion.

Similar concern is being expressed at Detroit, where the Board of Health, the Office of Corporation Council, the Police Licensing Bureau and other city departments have been directed to investigate the importation of cheap Canadian breads into the local marketing area.

**Grocers Baking
Sale Approved
By Stockholders**

LOUISVILLE, KY. — Stockholders of Grocers Baking Co. have voted unanimously to sell their stock at around \$200 a share to Campbell Taggart Associated Bakeries, Inc., Dallas, Texas.

Kenneth Hikes, president of Grocers, said Campbell Taggart is expected to take over the Louisville company about May 16. He said no changes in operations or personnel are planned except that he will withdraw from the company.

There are 32,000 shares of Grocers stock outstanding. The sale will involve about \$6 million. Shares will be paid for in cash.

In addition to its headquarters and plant here, the Grocers firm operates plants in Lexington, Bowling Green, Owensboro, and Paducah, Ky.; New Albany, Bedford and Evansville, Ind., and Johnson City, Tenn.

Through subsidiaries, Campbell Taggart operates bakeries in 58 cities in 21 states.

Among Campbell Taggart subsidiaries is the Colonial Baking Co., Nashville, which cancelled plans to open a \$1 million bakery in Hopkinsville, Ky., after negotiations for the Grocers merger began.

The American Baker



Published Monthly for the
Bakers of America

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Bakers, Millers, Wheat Growers:

You've Made the Police Gazette!

GO INTO any barber shop four, five or more decades ago and, as you awaited the services of the tonsorial artist, the prescribed reading was invariably the Police Gazette. It enjoyed a wide, if somewhat surreptitious, reputation.

But in the 1920's, on more than one occasion, it was unceremoniously and speedily shoved under the horsehair cushions by many a local worthy anxious not to be caught in the act of reading the spicy pieces, for the ladies, eager to have their long hair bobbed in the latest style, invaded the till-then sacred preserves of the male. The Police Gazette never seemed to recover its position as barber-shop reading after those establishments had been subjected, for a time, to the uplifting presence of womanhood.

Yet the publication has held some readership by its use of sensationalism. And one way to achieve sensationalism in the civilized world is to work up a poisoned food scare; the Police Gazette has stooped to this on more than one occasion. Ordinarily, such travesties of truth can be ignored, for they mean nothing except to the ignorant and the bigoted.

No matter how inured they might be to inaccurate and untrue assumptions made by many writers in many publications—"don't believe all you read in the papers" is a shameful truism accepted by many in the journalistic profession—readers of the Police Gazette could be forgiven for expressions of consternation and fright when they read, as they did recently: "Warning; New Deadly Chemical in Bread."

Here are some of the more flagrant and unforgotten statements inflicted on the reader: "Bread is the staff of life, or so says the Bible—but from the first bite of your morning toast to the last crumb of your dinner roll—you may be eating deadly poison! Because of dangerous chemicals being sprayed on the farmers' crops, often without heeding medical warnings, the United States is rapidly becoming a nation of weak, sickly people. During the 1958 wheat harvest season, more than 12 million acres of this staple grain were contaminated with one of the deadliest chemicals ever used to kill insects. It not only kills the insects—but humans as well!"

Now, don't give up on this; read on because a lot of people have been exposed to this patent nonsense and those people are the customers for the wheat you grow, the flour you mill and the bread you bake. This sort of rubbish you may have to combat. While it is not wise to lend dignity to uninformed outbursts of this nature, it is wise to be ready with rebuttal.

The PG writer cites endrin and dieldrin as the chemicals concerned.

The wheat growers come in for a shellacking: "Because the farmers either disregard the manufacturers' instructions on the use of the chemicals, or because the spraying is done carelessly, the end result is still frightening. Every loaf of bread, every cake or pie, every cereal you eat, may carry a poisonous insecticide. Even though the chemicals are sprayed in minute proportions, it is the daily accumulation of these dangerous drugs that is harmful. Day by day you are building up to the

danger level and when you'll reach 'the point of no return' is only a matter of time."

Just how far off base the author put himself is reflected in comments by Wallace F. Janssen, director of the division of public information of the Department of Health, Education and Welfare, Food and Drug Administration—a man whose words and opinions can be accepted.

In a letter sent to the Shell Chemical Co., maker of the two pesticides cited and itself a firm of the highest caliber and reputation, Mr. Janssen explains the facts and contrasts them with the diatribe appearing in the magazine article.

He explains that in England, sometime in 1956, flour was being shipped in a railroad car which had previously carried a consignment of concentrated endrin (from 800 to 1,600 times higher than the strength at which it is used as a spray in the fields). A portion of the toxicant had been accidentally spilled on the floor of the car, contaminating the flour and the bread made therefrom. The case was reported in the British Medical Journal in August of the same year; and that article contains the same case reports as those mentioned in the PG story. That report, upon which the article is based, had nothing whatsoever to do with the use of insecticides in the growing of wheat, but relates purely to what happened after some flour became accidentally contaminated.

Mr. Janssen describes the article as "a vicious and completely unwarranted attack upon the safety of one of our basic foods. It apparently was prepared with a calculated effort to distort the current facts about the use of pesticides in the production of food and the matter of pesticidal residues in our food supply."

As to the relationship of the English incident to the contamination of American crops, one wonders how any writer could manage to twist facts to such a degree. Mr. Janssen points out that the quantities of endrin in the contaminated flour and in the bread made from it were "so far in excess of any possible residues of the pesticide that could result from the spraying of growing crops, as to make this poisoning incident completely irrelevant to the matter of pesticide residues in foods."

FDA has established tolerances to protect the consumer. Regardless of how vociferously this may be denied by writers of scare articles, the fact is that these regulations are vigorously enforced. The public is being protected adequately and there is plenty of proof that, in general, the health levels of the U.S. belie the statement that we are rapidly becoming a nation of "weak, sickly people."

Perhaps the very exaggeration of the PG article reveals it to be unfounded on fact. The trouble is, not many of its readers, all bread eaters, know where to place the line between fact and fancy. It is the job of those who do know—farmers, millers and bakers—to pass along the information in clear concise words . . . even though the story may lack the frightening qualities of poison, convulsion, agony and death, words freely used in PG's scare story.

A note at the conclusion of the article says that in the next issue the paper will carry an article "exposing dangerous poisons in the nation's food supply. It will be a real shocker." We suspect that this is no exaggerated claim.



Michael L. Molan

Michael L. Molan, Baking Industry Figure, Dies

MINNEAPOLIS—Michael L. Molan, 84, for many years a nationally known figure in the baking industry and owner of Purity Bakeries, Inc., when it was one of the nation's largest baking firms, died here May 1. He had retired from active management of Purity Bakeries in 1939.

Mr. Molan began his career in the bakery business as a driver for Regan Bros. Co. (now Regan Bakeries, Inc.), and in 1902, he opened a retail bakery in Minneapolis in partnership with Thomas O'Connor, another Regan driver also destined for a prominent place in the industry. The two partners eventually began to buy other Minneapolis and St. Paul bakeries, gradually branching out into other cities. About 1916 they consolidated their operations into a firm that became Purity Baking Co., and eventually Purity Bakeries, Inc., headquartered at Chicago. Mr. Molan became president of the firm upon the death of Mr. O'Connor in 1928, and retained the office until his retirement in 1939.

The Regan interests, with plants at Minneapolis, Fargo, N.D., and Mason City, Iowa, were purchased in 1929.

Mr. Molan sold his interest in Purity Bakeries in 1948 because of ill health, but retained a position on the board of directors. Also, the three Regan bakeries were retained in the Molan family. A son, William Molan, headed these operations until his death approximately three years ago. Another son, Roy Molan, headed a bakery at Sheboygan, Wis.

Mr. Molan was a member of the Knights of Columbus and the Holy Name Society of Good Shepherd Church, Golden Valley, Minn. He is survived by his wife, Josie Donovan Molan, with whom he observed their golden wedding anniversary in 1950; son Roy, now in Phoenix, Ariz.; a daughter, Mrs. John Flood, Minneapolis, two granddaughters and nine great-grandchildren.

Declares Dividend

KANSAS CITY—Standard Milling Co., a Delaware corporation, has declared a quarterly dividend of 5¢ per share on Class "A" and Class "B" common stock of the corporation payable June 1, 1959 to stockholders of record May 15, 1959.

Two-Price Plan Dead, Benson Says

Secretary of Agriculture Gives Views During ARBA Convention

By GEORGE E. SWARBRECK
Editor, The American Baker

WASHINGTON—The two-price plan for wheat, a long time favorite project of some legislators here, is dead, according to Ezra Taft Benson, secretary of agriculture. He is also of the opinion that there is no hope for the success of the direct payment plan advocated by the state wheat groups. Mr. Benson expressed these views in answer to a question from a newsman at a press conference after he had addressed members of the Associated Retail Bakers of America gathered in convention here.

Mr. Benson told the bakers that recent research indicates that "our people may have gone too far in reducing consumption of grains and

activity. Mr. Velzen suggested that such clubs could be useful adjuncts to other local associations in meeting youth-manpower problems.

A change of pace was firmly insured by the production of a four act musical presented by the Associated Retail Bakers of the Greater Washington, D.C., area. The audience was put in the mood for musical appreciation by Walter N. Clissold, Baking Industry magazine, Washington, who led impromptu singing as the stage was being prepared. The production—The Baker's Dilemma—pictured the customer-poverty of a baker before and after joining ARBA. Two quartets—male and female—showed considerable dexterity at name dropping during their exposition, much to the amusement of the bakers who crowded the hall for the event. (But, commented one baker, maybe they are preaching to the converted. "Pity they can't take this show into every bakers' gathering in the country. It would help all our reputations because one badly managed shop with little variety is a castigation of us all.")

Benson Speaks

The high spot of one morning's session was Mr. Benson's appearance. His talk was punctuated with considerable applause. He told the bakers that they represented the oldest and most fundamental of the food industries. "Bread," he said, "is not only the basis of man's diet in much of the world—it is a symbol of life itself."

He continued: "Your own baking industry with its enriched products has greatly improved the nation's nutritional standards. Bread is a bargain in nutrition. Sure, in terms of money, a loaf of bread costs more today than it did 25 years ago. But in terms of the labor required to earn the price of a loaf of bread, it costs a good deal less. What's more, the

average loaf of bread today contributes to the diet over four times as much thiamine, three times as much riboflavin, and about twice as much calcium, iron, and niacin as it did 25 years ago. That's why the low and moderate cost food plans suggested by the U.S. Department of Agriculture include enriched or whole grain bread at every meal."

Dealing with the fat problem, Mr. Benson declared: "There has been much concern in recent years about

MRS. BENSON ATTENDS ARBA WITH HUSBAND

Mrs. Benson accompanied her husband to the ARBA meeting held in Washington's plush Sheraton-Park Hotel. An attendant official said it was most unusual for Mrs. Benson to be along, and the bakers took the opportunity to present the secretary of agriculture and his lady with an immense cake, decorated with dignity and beauty. Mr. Benson, in an afternote of thanks for the gift, told the audience: "On this occasion I will forget the calories." The applause was still warm for him, but the question is—Should he really have mentioned calories before an audience of the country's leading bakers?

the amount of fat in the diet and its relationship to heart trouble. Our nutrition scientists in the department believe that our people in general may have gone too far in reducing consumption of grains and potatoes. Recent research now suggests that if a larger share of the carbohydrate in our diets is derived from starch—

(Turn to BENSON, page 52)

ARBA'S CHOCOLATE 'KISSIN' COUSIN' CAKE

WASHINGTON—The Associated Retail Bakers of America recently introduced a new and different cake at its "Capital" Convention, for which the formula was released to members in ARBA Bulletin RM-357. The formula is for "White Chocolate Cake," and was offered as the "Kissin' Cousin" to the popular German Chocolate Cake. The new cake was developed by Gordon Nash, Priscilla Bakery, St. Bernard, Ohio, first vice president of ARBA, who has offered it to his customers with reports of excellent acceptance.

potatoes." If a larger share of carbohydrate in the diet is obtained from wheat starch, for example, "we may not have to be so concerned about the kinds and amounts of fats we eat."

Around the halls a major topic of conversation was the problem created by the growing importation of Canadian bread into the northeastern states of the U.S. (See story on page 3.) Traders from New York were lobbying with a view to obtaining information designed at outlawing or reducing the traffic.

Opening Speech

General chairman of the opening session was Charles J. Schupp, general convention chairman and ARBA past president, Schupp's Pastry Shop, Washington, D.C. Paul M. Baker, Jenny Lee Bakery, McKees Rocks, Pa., retiring president, opened the meeting with a summary of association aims, and he specifically underlined the manner by which the local groups can aid in building the prestige of the baking business. Baked foods were the original convenience foods and this aspect of convenience could be carried further by bakers, preparing to open a new outlet, going into shopping centers, thus aiding in the provision of one-stop service with ample parking space.

A discussion on ways and means of attracting youth into the bakery business, and training newcomers thus obtained, was moderated by Gerald Velzen, Community Bakery, Grand Rapids, Mich., ARBA youth unit chairman. William P. Hartman, St. Lawrence Bakery, Cincinnati, Ohio, referred to the establishment of a young bakers' club in his city and described the interest aroused by that



"ARBA BOUND"—Wisconsin retail bakers and allied tradesmen point with pride and anticipation to the sign announcing that the 1960 convention and exhibition of the Associated Retail Bakers of America will be held in Milwaukee next May. The sign was displayed in the Sheraton-Park ballroom in Washington at the recent ARBA convention. Left to right across the balcony are: Gerry Kirk, Standard Brands Inc., who has been made a member of the Milwaukee tribe despite a New York residence; Philip W. Orth, Jr., Philip Orth Co., Milwaukee; L. Carroll Cole, ARBA president-elect, Cole Bakeries, Inc., Muskegon, Mich.; Mrs. and Mr. Joseph Vann, Vann's Pastry Shops, Milwaukee; Tom Buckman, Bomberg's Better Bakeries, Milwaukee; Einar Damholt, Lincoln Bakery, Racine, Wis., with Ronald Damholt and Mrs. Damholt; Mrs. Lillian Hansen, Mrs. Damholt's sister; Mrs. Fred H. Laufenburg, Milwaukee; Art Forsman, Red Star Yeast & Products Co., Milwaukee; Fred H. Laufenburg, secretary, Milwaukee Bakers Assn.; Mrs. and Mr. Fred Meurer, Meurer's Bakery, Milwaukee, and Al M. Johnson, DeLuxe Bakery, Eau Claire, Wis.

Ward Diversifies with Acquisition Of Johnston Pie Firm on West Coast

NEW YORK—Marking its first venture on the west coast and another major diversification move, the Ward Baking Co., New York, which serves metropolitan and distribution areas east of the Mississippi River, has announced acquisition of the Johnston Pie Co., Los Angeles.

Ward produces a complete line of bakery products. Johnston is a major west coast producer of frozen pies for the retail trade and fresh baked pies for restaurants. It distributes its products through supermarket chains in the 11 western states, as well as the southwestern states, Hawaii and Alaska. It also services 2,500 restaurant accounts in the Los Angeles area with fresh baked pies.

Johnston will operate as a wholly-owned subsidiary of Ward under direction of the present management, Ward officials said, adding that the company will completely retain its west coast identity.

Move Hailed

R. Arnold Jackson, president of Ward, hailed the move as "another important and progressive step in our long range plans for market expansion and product diversification."

"Ward Baking," Mr. Jackson said, "is applying extensive market and product research to its entire operation in order to provide or acquire new products which offer the greatest sales potentials, fastest turnover and best profit opportunities."

"The addition of the Johnston company to our organization will bring us their rich background of knowledge of the frozen food industry."

James A. Kirkman, Ward vice president for marketing, stated that the acquisition of Johnston "illustrates the broader marketing concepts initiated by Ward in recent months in which we have embarked upon a coordinated program of diversification and expansion of our company's product lines, and the development of new

patterns in packaging, merchandising and distribution."

"It marks the second time within 60 days that our company has entered new and broader marketing fields," Mr. Kirkman said. "We are now engaged in a joint venture with the Gerber Products Co., producer of baby foods, to produce and market the first basic bread food designed to meet the special nutritional needs of babies and young children. This new product, known as Gerber's Primary Bread, will be introduced in its first market soon."

Elwood Johnston and Theodore Tepper, president and vice president, respectively, of the Johnston company, commenting on the transaction asserted that: "This union makes us competitively stronger than ever. We welcome Ward's extensive research facilities and technical skills which, added to our own, will aid us greatly in the development of new and allied products and an expanded line."

Mr. Jackson revealed that Ward purchased the Los Angeles firm outright. The company has 200 employees. Sales in 1958 were \$4.5 million.

—BREAD IS THE STAFF OF LIFE—

General Bakeries, Ltd. Acquires Walker Firms

MONTREAL — It has been announced by Stephen R. Saxby, president, that General Bakeries, Ltd., has purchased the assets of Walker's Bread, Ltd., Ottawa, and Walker's Biscuits, Ltd., Brockville, Ont. The acquisition will be operated as one wholly owned subsidiary, Walker Bakeries, Ltd., and will continue under management of Bruce Walker.

One of the largest independent chain bakery operations in Canada General Bakeries' divisions and subsidiaries extend from St. Johns, Newfoundland, to Vancouver, B.C.

Net profit for the year ended April 2, 1958, was \$201,828 or 80¢ a common share.



"IT LOOKS GOOD"—South Dakota bakers and allied men examine some of the baked foods displayed at their recent convention in Sioux Falls. Pictured are, left to right: Dale Merritt, Centerville, outgoing president; LuVerne Mettler, Freeman, new president; Dale Olson, Red Star Yeast & Products Co., Sioux Falls, reelected secretary-treasurer, and Paul Henline, Sunshine Food Markets Bakery, Sioux Falls, newly elected vice president.

S. D. Convention At Sioux Falls Draws 250

SIoux FALLS, S.D. — LuVerne Mettler, Freeman, bakery proprietor, was elected president of the South Dakota Bakers Assn. at the group's 1959 convention here. Dale Olson, Red Star Yeast & Products Co., Sioux Falls, was reelected secretary-treasurer. Dale Merritt, Centerville, is the retiring president.

Paul Henline, manager of Sunshine Markets' bakery, Sioux Falls and Sioux City, Iowa, was elected vice president.

One of the highlights of the convention was the "Meet the Housewife" panel, moderated by William Ogilvy, research and test baker, the

Pillsbury Co., Minneapolis. Housewives on the panel were in agreement that they want more variety in baked foods, especially in the sweet rolls department.

Another highlight of the program was a talk on "Tips to Salesgirls" by Miss Marge Carroll, Carroll's Bakery, Spencer, Iowa.

A feature of the convention was part of an afternoon spent at the Sunshine Bakery watching live demonstrations by specialists. Ralph Meneval, Standard Brands, Inc., Minneapolis, discussed costs; Jack Paris, Durkee Famous Foods, Chicago, demonstrated puff pastries; Arthur Forsman, Red Star Yeast & Products Co., Milwaukee, demonstrated specialty bread; Don Warneke, General Mills, Inc., Minneapolis, cake decorating, and Lloyd Miller, Procter & Gamble, demonstrated Glo-Do shortening.

Attendance was estimated at 250 persons from South Dakota, Minnesota, Iowa and Nebraska.

Fewer Food Stores Bringing Changes In Sales Methods

CHICAGO—Fewer retail food chain stores are doing more business and the outcome is bringing about decided changes in the selling approach of many manufacturers.

Based on studies from 1953 to 1958, 273 chains involved in acquisitions or mergers had been reduced to only 77 at the close of last year. In a 10-year period following 1948, the total number of individual chain stores declined from 28,500 to 20,500 at the close of 1958.

According to the Nielsen Researcher, a publication of A. C. Nielsen Co., these figures suggest dramatic changes on the American merchandising front. Benefits from this increase of ownership concentration may be reflected in greater efficiency in distribution of products. Consumers may profit from a greater array of foodstuffs available from manufacturers who are enabled to move larger amounts.

Finally, each sales call becomes of critical importance. If a salesman's reception is favorable, a great deal

may be gained. If it is not, a company may jeopardize a sizeable share of the market.

In addition to the reduced store situation, fewer buyers are around today. Years ago, if one small group did not buy his product a manufacturer could walk down the street to someone who would. Today, each call may represent hundreds of retail outlets, and the buyer is the key to these. With a reduced number of chains, many buyers have been shifted to other departments, or perhaps absorbed into existing buying committees.

What can management do in the face of this evolving chain market development? The Researcher cites these points:

1. Check manufacturing site locations and transportation policies to reduce costs in these areas.
2. Re-group sales districts in line with new distribution patterns.
3. Be informed on a buyer's problems in order to answer his needs.
4. Upgrade the caliber of representatives to use factual information when speaking with retailers and buyers.
5. Learn the difference in consumer demand in each market in order to speak with buyers realistically.



ACQUIRES PIE COMPANY—Officials of Ward Baking Co. and Johnston Pie Co. met recently to sign the agreement which resulted in the nationally-known baking firm acquiring Johnston Pie. Signing the agreement are, left to right: James A. Kirkman, Jr., vice president of marketing, Ward Baking; Elwood Johnston, president, Johnston Pie; Theodore Tepper, vice president of Johnston; R. Arnold Jackson, president of Ward, and Victor Swan, secretary-treasurer of Johnston.

Minnesota Bakers, Allies Attend Annual Convention

By KENNETH WAKERSHAUSER
American Baker News Editor

MINNEAPOLIS—More than 500 bakers, allied tradesmen and their guests attended the 41st annual Minnesota Bakers Assn. convention at the Radisson Hotel here recently, a gain in attendance over 1958. The full two-day program offered demonstrations, panel discussions and pep talks on subjects ranging from better retail bakery merchandising and the complex problems of wholesale bread production to the impact of the national defense highway system on Minnesota's bakers.

MBA officials were enthusiastic about the success of the convention from the opening day sessions—which packed the attendance areas—to the closing banquet and floor show, which drew almost 300 registrants and their families.

One of the high points was election of two new directors and reelection of another. Cliff Myhr, Myhr Bakery, Minneapolis, financial secretary of

Norman, Baker Boy Bakery, St. Paul (president of the Associated Bakers of St. Paul); Nick Strenglis, Rainbow Pie Co., St. Paul, and Carl Wuollet, Wuollet Bakery, Minneapolis.

Ray Wuollet, Wuollet Bakery, Minneapolis, association president, presided at the opening day sessions and at the annual banquet which closed the convention. In his opening remarks Mr. Wuollet reminded his audience of the basic purpose of MBA—to unite retailers and wholesalers for the single purpose of developing new ways of "getting the housewife out of the kitchen."

Mr. Wuollet dwelt on the premise that the housewife, by doing more and more of her own baking, is not a friend of the baker—but bakers should find ways to "make her lazier," thereby opening the way to perform her work, namely baking.

Dick Schoep, Choice Foods, Inc., Minneapolis, a director of the Minnesota Allied Trades of the Baking Industry, presided at the allied trade luncheon at which Mr. Crosley of Minneapolis - Honeywell was the speaker.

Panel Discussion

A special feature of the opening afternoon's program was a panel discussion on the subject of "Merchandising Special Breads." George Emrich, Emrich Baking Co., Minneapolis, was moderator. Members of the panel were Merle Ackervick, Lakeland Bakeries, Inc., St. Cloud, Minn.; William Fish, Home Bakery, Rochester, Minn.; James Hall, Egekvist Bakeries, Inc., and Lou Malberg, Malberg Bakery, both of Minneapolis.

The opening session the final day was a demonstration of icings and icing designs by George Ossy, California & Hawaiian Sugar Corp.

A main attraction the final day was the "Baker-Allied Luncheon," a combination this year of some serious comments on the status of the industry on the one hand, and some hilarity on the other from featured speakers. Arthur Grawert, Brechet & Richter Co., Minneapolis, president of the Minnesota allies' group, was chairman of the luncheon. Lu Vain



ALLIED PROJECT—One of the central exhibit spots at the Minnesota Bakers Assn. convention in Minneapolis was occupied by the Minnesota Bakers Council's promotional booth. Looking over the display are, from the left, Warren Hutmaker, Maas Keefe Co., St. Paul; Charles Gove, Brechet & Richter Co., Minneapolis, and Herbert Swanson, Quality Bake Shop, Minneapolis.

Bue, director of Dale Carnegie Courses for the Northwest, spoke on the subject, "Success Comes in Cans."

While bakers and allied men were lunching, a ladies' luncheon was held a few blocks away at the Normandy Hotel. The program included a smorgasbord, a talk on charm by the representative of a modeling agency, and musical entertainment.

The closing afternoon's program featured Miss Marge Carroll, Carroll's Bakery, Spencer, Iowa; James Grebe, Grebe's Bakeries, Inc., Milwaukee, and a panel discussion by the Northwestern Production Men's Club.

Miss Carroll spoke on retail bakery merchandising, describing methods of improving sales, handling customers and upgrading of the retail bakery. Among her suggestions: (1) Flowers are "a natural" for the retail bakery business. Find someone in your community with a "green thumb," possibly a member of the local garden club, and arrange to have the club supply your bakery with a window display; (2) name your bakery products, and if you are unable to discover catchy, attractive names,

then let customers know the names of the ingredients; (3) take advantage of the baker's best punch line, "Just out of the oven," in conversing with customers; (4) change the size and shape of your products once in a while, and (5) try placing a card table in the middle of your shop to hold special items, or even the overflow from your self service counter—it's a proven selling device.

In conclusion, Miss Carroll advised bakers, "The best merchandising aid ever invented is a ready smile," and, as her parting word, suggested that bakers who wish to be successful "wake up, get up and get going!"

Keen Competition

Mr. Grebe, who found it necessary to enter the baking business when illness thrust the burden of family support on his mother, traced the rise of his bakery from an operation in one corner of the family home in 1939 to several modern shops and a number of fulltime bakers at the present time.

"The competition is keen, but if we (Turn to MINNESOTA, page 50)

CONVENTION HONORS ARBA DIRECTOR

MINNEAPOLIS — Martin Olson, owner of the Bungalow Bake Shop, St. Paul, and a director of the Associated Retail Bakers of America, was doubly honored at the closing banquet of the Minnesota Bakers Assn. convention held here recently. In a surprise move, and before hundreds of Mr. Olson's friends and associates, he was presented a birthday cake. Ray Wuollet, Wuollet Bakery, retiring president of MBA, explained the double nature of the cake. In addition to honoring Mr. Olson's birthday, it was also to recognize his recent election as second vice president of ARBA. Advancement to the national vice presidency was made at the recent ARBA "Capital" Convention in Washington.

MBA, was elected a director, as was Joseph Dusek, Dusek's Bakery, Fari-bault, Minn. Joseph M. Tombers, American Bakeries Co., St. Paul, was reelected director-at-large. Mr. Myhr will represent Dist. 1 and Mr. Dusek Dist. 2.

Among the opening day speakers were Mike Wright, captain of the 1959 Minnesota football team, who was introduced by E. R. Booth, Regan Bakeries, Inc.; William Crosley, Minneapolis-Honeywell Regulator Co.; Joe Keegan, special representative of Standard Brands, Inc.; Harry Hanson, executive secretary of the St. Paul Committee on Industrial Relations, and Durward E. Balch, vice president, General Mills, Inc. A change of pace in the program was given the initial session with an address by Frank D. Martizelli, deputy commissioner of highways for Minnesota. Mr. Martizelli spoke on the national system of interstate and defense highways, and the relationship to Minnesota, its people, its industries, and particularly to bakers.

George Abel, Ramaley Catering Co., St. Paul, was chairman of the 1959 MBA convention, and Parke H. Hefern, general manager, Emrich Baking Co., Minneapolis, was program chairman. Session chairmen were Paul



PRODUCTION CLUB PANEL—A panel discussion by members and guests of the Northwestern Production Men's Club is an annual feature of the Minnesota Bakers Assn. convention. The 1959 meeting carried the tradition into MBA's 41st year. On the panel, or assisting, were, from the left: Carl Wildfang, Corn Products Co., production club program chairman; Harry Bailey, Regan Bakeries, Inc., Minneapolis, club president; Lloyd Sorensen, Linden Hills Bakery, Minneapolis; Clarence Ferrell, the

Panelplus Co., moderator; Ed Busch, Fairview Home Bakery, St. Paul; Howard Kramp, Emrich Baking Co., Minneapolis, and Charles Bonstrom, Zinsmaster Baking Co., Minneapolis. The panel covered several subjects, including icings, bread overwrap, mixing times and procedures, and the merits and hazards of shipping decorated cakes. For qualifications, this panel brought a combined total of 86 years of experience in the baking business to the convention.

Flour Market

New Crop Basis Begins to Form

By **KENNETH WAKERSHAUSER**
American Baker News Editor

FLOUR buying receded almost to the vanishing point in the weeks between April 10 and May 11 as the factors which will form the new crop wheat picture began to take tangible shape. Bakers and jobbers now have at hand more flour than at any comparable time in recent months and can afford to wait for the transition to the new basis.

Prices of bakery grades ranged widely for the period, but generally upward from early April, mainly because of declining millfeed values and the need for mills to offset losses. The last major round of bakery flour buying of the old crop year apparently occurred between April 2 and 10. Buyers of spring flour took more than 1.7 million



Ken Wakershauser

hundredweights at prices equal to the lowest point of the crop year. Very few strictly new sales were involved. Instead, bakers were interested in extending old contracts, generally from 30 to 120 days. The majority can now ride out the weeks until new crop with ease. This is equally true of hard and soft wheat flour buyers. Where advance purchases become necessary, these can be made on a hand-to-mouth basis.

Following this round of spring wheat flour business, nominal quotations began to climb steadily, pressed by rising wheat costs in the spring wheat mills area and the declining millfeed market in both the spring and hard wheat areas. By May 10 hard winter wheat flour prices were 18¢ above April 10. Spring grades were 21¢ above April 10 and nearly 30¢ over the low levels at which buying occurred early in April.

Wheat Prices Show New Crop Pressure

New crop thinking caused a noticeable slowdown in old crop interest at Kansas City during mid-April and early May. Hard wheat cash prices dipped 5¢ as a result. There was a mild rally in early May, but the downward trend was reestablished in a short time. Mill buyers showed little interest in acquiring reserve stocks of hard winter wheat and came into the market only when necessary to piece out their current needs. This, in contrast with the persistent reports of an old crop wheat shortage which have prevailed for months, indicated that buyers are not so concerned about such a shortage now as they were earlier in the year.

With the Southwest harvest hardly 4 to 6 weeks away, barring unforeseen changes, there is little likelihood of any sharp rise in buying interest in the period immediately ahead. What is more likely, "free" market supplies of hard winter wheat and flour will just about balance out remaining requirements of the old crop year.

It is interesting to note at this

point that nominal flour prices in the Southwest climbed sharply more from the influence of millfeed losses than the cash wheat situation. Spring wheat flour prices, on the other hand, were under pressure of both strong cash wheat prices and millfeed declines. Actually, there was little flour buying anywhere after April 10 to test the strength of price levels.

Southwest Crop Condition Mixed

Bakers will do well to keep a sharp eye on the regular crop condition reports between now and the hard winter wheat harvest. Although beneficial rains over a wide area have improved crop conditions considerably the past several days, the May 1 private report issued by C. M. Galvin, statistician for Francis I. Dupont & Co., estimated the forthcoming winter wheat crop as of May 1 at 933,509,000 bu., or 32 million bushels below the U.S. Department of Agriculture's April 1 figure. For comparison, the total 1958 outturn was 1,179,924,000 bu. and the 10-year average is 814,780,000 bu. The condition of the growing crop on May 1 was 86% of normal, below the previous year's figure of 97%, but above the 10-year average of 83%. Wide variation is reported among southwestern states, with Kansas excellent; Oklahoma mostly good, except the southwest portion, while Texas shows generally poor and heavy abandonment. Due to severe winter weather with prolonged ice formation over fields in the soft wheat states of Ohio, Indiana and Michigan, the prospective crop is well down from last year. The prospective crop in millions of bushels is: Illinois 48 (54 last year); Indiana 30 (39 last year); Ohio 30 (38 last year) and Michigan 31 (39 last year).

It is important to note, however, that from a price standpoint the market situation as of new crop time gives more indications of being bearish than bullish. For one thing, wheat stocks appear to be at a record level, keeping in mind that the major por-

tion is in the hands of the government.

Wheat Stocks At Record Level

Wheat stocks of 1,540 million bushels stored in all positions on April 1 were the largest of record for that date, more than a third larger than the previous year and a sixth larger than the previous record holdings in 1956. The total of stocks was 5% larger than the record 1958 production, with more than four-fifths either owned by the government or under government loan. Current stocks are less than Jan. 1, 1959 stocks by 280 million bushels. Off-farm wheat stocks of 1,257 million bushels were a third larger than the holdings of a year earlier as stocks increased in all storage positions. Farm stocks at 283 million bushels were more than one-half larger than last year and the third largest of record.

Anti-Trust Charges Filed Against Kroger

WASHINGTON—Charges that the Kroger Co., Cincinnati, has illegally acquired more than 40 corporations and some 1,900 stores have been brought by the Federal Trade Commission. Kroger is the third largest retail food chain in the country.

The complaint charges that the acquisitions may result in a substantial lessening of competition or tendency toward monopoly in the processing, manufacturing, purchasing and distributing of grocery products, and in the sale of merchandise in retail grocery stores. Also, the complaint charges that the acquisitions are an unfair method of competition and unfair business practices forbidden by the FTC Act.

In reply to FTC's complaint, Joseph B. Hall, Kroger president, termed it "an unwarranted experimentation with the anti-trust laws." He expressed shock that Kroger acquisitions which go back 51 years are now being considered as illegal.

... At This Time Last Year ...

FLOUR SALES

Flour buying was very limited over the entire country during all of April and the first week in May. The reluctance of bakers to extend their holdings reflected the dominance of new crop thinking and the belief that prices would be lower later. Cash wheat and flour prices dropped sharply in mid-period in the Southwest. In contrast, prices in the spring wheat mills area remained strong.

PRICES

Flour prices showed contrasts between the Southwest and the spring wheat mills area. Kansas City quotations for bakery flour finished the first few days in May more than 20¢ below the corresponding period of April. Minneapolis prices, on the other hand, finished 5 to 8¢ stronger, but showed a tendency to weakness about May 6, when prices fell back several cents, the first break in some time. Spring wheat bakery flour prices, however, still remained at levels considerably above buyers' ideas of workable quotations.

WHEAT

Uncertainty over old crop wheat supplies midway through April caused a sharp drop in cash wheat prices in the Southwest. Premiums dropped 6¢, apparently the result of a reappraisal of the cash wheat situation, and thinking in some parts of the trade that supplies for the remainder of the crop year would be larger than estimated earlier. Country offerings appeared on the Kansas City market, but were withdrawn as the lack of demand and price declines tended to discourage sellers.



THE NEW YORK STOCK EXCHANGE

Quotations on baking, milling and allied stocks listed on the New York Stock Exchange:

	1959	1959	May	May
	High	Low	Close	Close
Allied Mills, Inc.	44 1/2	39 1/2	42	41 1/4
Am. Bakeries Co.	48	42 1/2	47 1/4	46
Am. Cyanamid	61 1/2	46 1/2	58 1/4	60 1/2
Borden	80 1/2	70 1/4	77 1/4	78 1/2
Cont. Baking Co.	52 1/2	46 1/4	48 1/2	48 1/2
Pfd. \$5.50	107 1/2	103	106 1/2	105 1/2
Corn Prod. Ref. Co.	58	52	55 1/2	57 1/2
Cream of Wheat	40	38	38 3/4	38 1/2
Dow Chemical	91 1/2	74 1/4	87 1/4	88
Gen. Baking Co.	14 1/4	12 1/2	13 1/4	13 1/4
Pfd. \$8	152	138	148	150
Gen. Foods Corp.	84	74 1/4	79 1/4	81
Gen. Mills, Inc.	111 1/4	88 1/4	107 1/2	111
Pfd. 5%	114	109	109 1/2	109 1/2
Merck & Co.	88 3/4	67	85 1/2	87 1/2
Natl. Biscuit Co.	56	49 1/2	52 1/4	52 1/2
Pfd. \$7	144 1/2	154 1/4	159	154 1/2
Pfizer, Chas.	135 1/2	97 1/4	127 1/2	127 1/2
Pfd.	100	96	98 1/2	98 1/2
Pillsbury Co.	47 1/2	41 1/4	44 1/4	43
Pfd. \$4	95	90	94 1/2	94 1/2
Procter & Gamble	89 1/2	73 1/4	79 1/4	77 1/4
St. Regis Paper Co.	50 1/2	42 1/4	50	48 1/4
Std. Brands, Inc.	69 1/4	61 1/2	64 1/2	66 1/2
Un. Bisc. of Am.	30 1/2	23 1/4	24	23 1/4
Ward Baking Co.	16 3/4	13	13 1/4	13 1/4

Stocks not traded:

	Bid	Asked
Corn Prod. Ref. Co. \$7 Pfd.	86	86
Merck & Co., \$3.50 Pfd.	81	85
St. Regis Paper Co., \$4.40 Pfd.	96 1/2	97 1/2
Std. Brands, Inc., \$4.50 Pfd.	78 1/4	79
Sunshine Biscuits, Inc.	100 1/2	101 1/2
Un. Bisc. of Am., \$4.50 Pfd.	92	97
Ward Baking Co., \$5.50 Pfd.	92	92 1/2

THE AMERICAN STOCK EXCHANGE

Quotations on baking, milling and allied stocks listed on the American Stock Exchange:

	1959	1959	May	May
	High	Low	Close	Close
Burby Bisc. Corp.	10 1/4	6 1/4	9	8 1/2
Horn & Hardart Corp. of N. Y.	38 1/2	35	35 1/4	35
Wagner Baking Co.	5 1/4	2 1/2	3 1/2	3 1/2
Pfd.	79	71	78	78
Wallace & Tiernan Inc.	47 3/4	36 1/4	45	45

CANADIAN STOCKS

	1959	1959	Apr. 24, 1959	May 1, 1959
	High	Low	Close	Close
Canada Bread	5.50	4.55	4.95	4.75
Pfd.	56	55 1/2	55 1/2	55 1/2
Can. Bakeries	8 1/2	6	6	7 1/4
Can. Food Prod.	3.00	2.50	3.00	2.50
A	7 1/2	7	7	7
Pfd.	50	42 1/2	43	42 1/4
Cons. Bakeries	9 1/2	8 1/2	9	8 1/2
Gen. Bakeries	9.00	7.50	8.00	8.00
Int. Mfg., Pfd.	70	66	66	66
Lake of the Woods, Pfd.	123	120	120	120
Maple Leaf Mfg.	16 1/4	12 1/4	16	16 1/2
Pfd.	96	92	94 1/2	96
McCabe Grain	33 1/2	33 1/2	33 1/2	33 1/2
Ogilvie Flour	45	40 1/2	41 1/2	43 1/4
Pfd.	145	132	140	140
Std. Brands	58 1/2	58 1/2	58 1/2	58 1/2

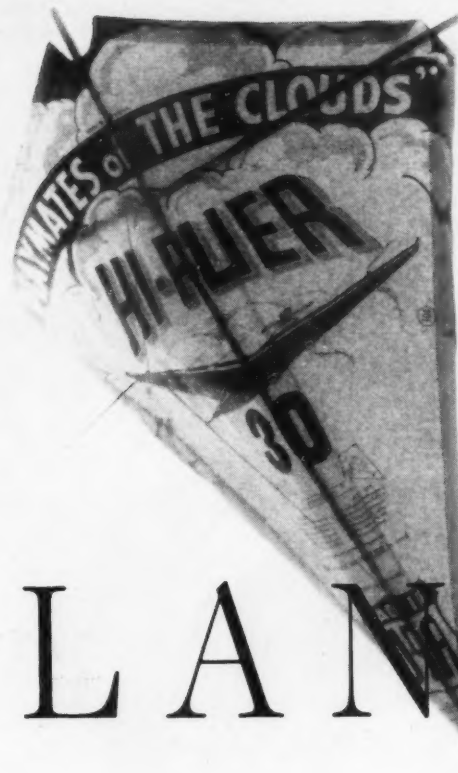
*Less than board lot.

Krause Milling Appoints Broker

CHICAGO—The Charles A. Krause Milling Co., Milwaukee, has announced the appointment of Charles A. Traeger, Charles A. Traeger & Co., Chicago, as its sales representative in the greater Chicago area. The announcement was made by B. L. Schwartz, vice president of the Milwaukee firm.

"Mr. Traeger has been active as a broker in the area for several years and his broad experience and market knowledge will enable us to continue our top quality service to our customers," said Mr. Schwartz.

The milling firm provides a full line of yellow and white corn products, including pre-gelatinized corn and wheat flour.



BALANCE

it's always important to bag-buyers

No *one* thing makes a kite fly. And, in the bag business, success requires that many essentials be present in perfect balance.

With Chase bags, this includes minute quality control in production . . .
 knowing how and where to select the right paper or other
 material for absolute protection without waste . . .
 and giving the kind of individualized customer service that keeps
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BAG PLANTS AND SALES OFFICES COAST TO COAST - A NATIONWIDE STAFF OF BAG SPECIALISTS

DO YOU KNOW . . . ?



Here's your chance to test your knowledge on a variety of subjects concerned with the baking industry. There are no encyclopedias for the bright boys, nor dunce caps either. When you have ticked off your answers, marking each statement TRUE or FALSE, turn to page 52 for a check against the correct statements. Each correct answer counts five points. A score of 70 is passing, 80 good, 90 very good.

1. Good bread cannot be made if the sponge temperature is 88° F. when it is mixed.

2. There is no objection to using old doughnut frying fat in dark cookies and breads.

3. Pie crust and cookies should be made with unbleached pastry flour in order to obtain the best results.

4. Meringues and kisses should be baked at a temperature of about 325° F.

5. It is recommended that the pans used for baking puff paste products be wetted with water before placing the dough on them.

6. When making heavy types of rye bread, best results are obtained by mixing the doughs in a high speed mixer.

7. Bread should be cooled rapidly and, when the outsides of the loaves feel cool, they should be wrapped immediately.

8. When canned apples taste flat, they may be improved by the addition of a small amount of citric acid.

9. It is necessary to use more shortening with a hard wheat flour than a soft wheat flour when making pie dough.

10. Bread flour is used in making sponge cakes because it will produce a more tender cake than when a cake flour is used.

11. Butter cookies made in Minnesota must contain not less than 30% butter fat in the total shortening content.

12. Chocolate icing turns gray readily due to overheating.

13. When the top crust of bread cracks or checks during cooling, it is due to having too high a humidity in the cooling room.

14. There is no difference between the sweetening power of powdered and granulated sugar.

15. If a bread dough is made too cool, it is a good idea to run the mixer longer to bring the dough to the proper temperature.

16. The starch content of an average bread flour runs about 78%, while the starch content of a cake flour runs about 73%.

17. Using two types of flour in the making of bread, the softer type should be used in the sponge and the stronger flour in the dough stage.

18. A lot of steam is used when baking hard rolls in order to produce a thin crust.

19. In formulas calling for invert syrup, glucose can be used to replace it without affecting the products.

20. Whole milk solids contain about 38% lactose (milk sugar).



William A. Hoffman, Jr.

William A. Hoffman Named J. R. Short Sales Manager

CHICAGO—William A. Hoffman, Jr., has been appointed sales manager of the J. R. Short Milling Co., Chicago, it was announced by J. R. Short, Jr., president.

Mr. Hoffman was graduated from the University of Illinois and did graduate work at Northwestern University in business administration and marketing. During World War II Mr. Hoffman saw service in the South Pacific as an officer in the U.S. Naval Reserve. Prior to joining the Short company, Mr. Hoffman was associated with the A. C. Nielsen Co., marketing research firm.

Mr. Hoffman was for six years the assistant to the late Walter D. Warrick, executive vice president of Short company, and during this time attended the American Institute of Baking course for allied personnel and the special commodity course offered by the Chicago Board of Trade.

Mr. Hoffman is married and has two daughters and is a resident of Glen Ellyn, Ill.

—BREAD IS THE STAFF OF LIFE—

GMI Flour Sales Representative Dies

CHARLOTTE, N.C. — William V. Skillman, 50, flour sales representative for General Mills, died recently near Charlotte.

Widely known throughout the flour and baking industries as "Jimmy," Mr. Skillman had been with GMI for 28 years in various flour division sales positions. His Charlotte territory was under the Oklahoma City regional office of the division.

Surviving in the immediate family are his wife and a daughter. The family home is in Charlotte.

Pennsylvania ATBI Annual Assembly Discusses Better Production, Selling

By GEORGE W. POTTS
American Baker Staff

READING, PA.—Suggestions for an improved modern bakery operation, both from the production and merchandising standpoints, were offered to a record attendance at the 10th annual assembly on bakery production and sales sponsored by the Pennsylvania Division No. 4, Allied Trades of the Baking Industry, here recently. The registration included 172 bakers and 140 allies for an all-time high of 312.

A formula for a successful retail operation, based on 10 prime "ingredients," was outlined by Paul M. Baker, Jenny Lee Bakery, McKees Rock, president of the Associated Retail Bakers of America, in an address that was one of the highlights of the one-day meeting.

The 10-point program called for the bakers to:

1. Be enthusiastic about the business.
2. Have confidence "in yourself, your industry and your country."
3. Keep your knowledge of the business up to date.
4. Keep and study business records.
5. Get and keep the store in good condition.
6. Set up production and merchandising ideas for the year.
7. Know the customers' needs and desires.
8. Study organization for efficiency.
9. Develop better communications.
10. Give the business your personal attention.

Contending that "you can improve your business if you want to hard enough," Mr. Baker stated that points 1 and 10 were the most important and that if they were followed the others would be a simple matter of course.

Mr. Baker told the bakers that "to improve business we need some sort of plan." He also urged bakers to "have the right philosophy about

our business and improvement . . . keep up with the march of time."

Mr. Baker put in a strong plug for National Retail Bakers Week May 17-23 and called for stronger participation across the nation. He called on the bakers to use the promotional material that would be furnished for the annual event.

Roll Production

Automatic roll production was covered by Albert E. Tolley, vice president in charge of production, Gottfried Baking Co., New York, who pointed out that "roll business can be a highly profitable part of any bakery operation today." The presentation on rolls and buns placed emphasis on formulation, makeup, proofing, baking, cooling and wrapping and stressed that "our first, last, and only consideration is quality of the product," as that is all there is to sell and "public acceptance depends on it."

Mr. Tolley also touched briefly on ingredients and quality, quantity and other factors that should be considered in efficient production. This included flour, sugar, shortening, milk, enzymes and softeners.

Mr. Tolley noted that it is modern equipment that has made bun and roll production profitable since a makeup unit which scales, rounds, proofs and pans automatically will make the money to justify the outlay for equipment for bakers producing on a large, continuous daily operation.

Mr. Tolley covered in detail the two varieties of cooling procedures—one of which cools the products from the oven in the normal manner or on conveyor belts, and the other for sheet and cluster products usually cooled in the pan and dumped at the slicing machine. He concluded with the observation that "the secret of good hard rolls is still in the baking."

Stress on Equipment

The importance of modern equipment and "keeping up with the times" was stressed by Arthur Mot-

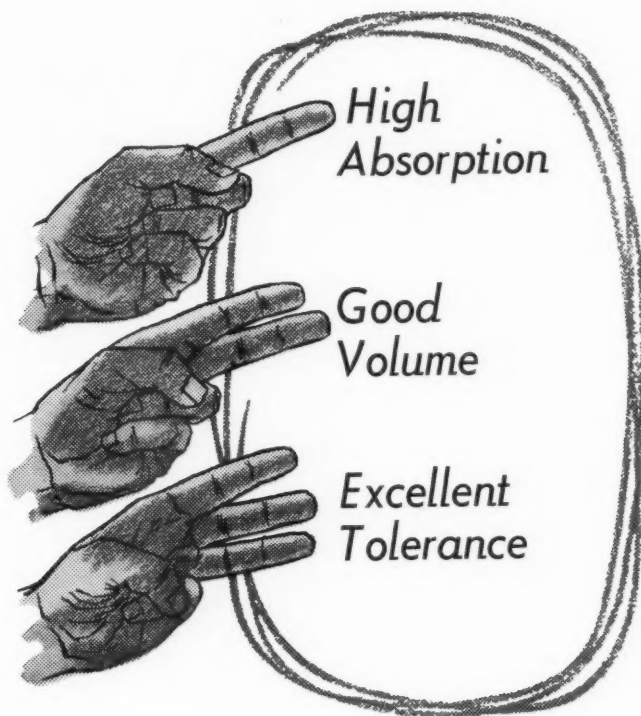
(Turn to PENNSYLVANIA, page 50)



AMONG WINNERS—Martha and Paul Burlingame, center, who own the College Hill Bakery in Beaver Falls, Pa., examine a loaf of whole wheat bread after winning a hundred pound bag of Pillsbury Flavored whole wheat flour during the Associated Retail Bakers of America convention in Washington. Four hundred sacks of the turbo ground product were won by bakers attending the convention. The Burlingames are being congratulated by Howard Baler, left, merchandising manager for the Pillsbury Co., and Ken Kooker, the firm's Philadelphia district manager.



You'll Get All Three From Gooch



The Gooch Mill is located where the world's best milling and baking varieties of wheat are grown. Our trained grain buyers have First Choice of an ample supply of select wheats. That, plus modern milling facilities, continuous laboratory control and proficient millers, enables us to supply our customers with flour that grades high in all three—*Absorption, Volume and Tolerance.*



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Identical
Performance

GOOCH MILLING & ELEVATOR CO.
LINCOLN, NEBRASKA

Daily Capacity 6,000 Cwts.

Elevator Space 4,000,000 Bus

SBA Chairman Delivers Keynote Talk to Members

Donald Smith, Chairman
SOUTHERN BAKERS ASSN.

I would first like to tell you how grateful and honored I am to have been elected your chairman. I have always been very proud to be associated with the Southern Bakers Assn., and this year to have been chosen as your chairman is an honor of which I am very conscious. In all humility I would like to say to everyone here, "Thank you from the bottom of my heart."

I should like also to express my deep appreciation to the press and the members for the wonderful letters and telegrams that I have received—not only carrying good wishes and congratulations, but also many expressions of cooperation and support.

EDITOR'S NOTE: Mr. Smith is with Smith's Bakery, Mobile, Ala. His address was delivered to the Southern Bakers Assn. business meeting during the recent 45th annual convention held at St. Petersburg, Fla.

With the grace of God and with the help of your officers, the board of governors, and valued committeemen, we will try to merit your confidence and attempt to build our association into a stronger and better one in every respect.

I feel particularly honored with this important position because I have always considered myself a self-made man. Having finished school and a business course in my late 'teens, I went to work for our company as an office clerk. By diligent application and hard work I was promoted to chief accountant within 13 months. At the end of two and one-half years my worth to the company was indicated by my election as an officer and member of the board of directors which,

(Turn to SBA CHAIRMAN, page 21)

Lead . . . Don't Lag

Baking Industry Must Move Ahead Of Its Competition, Not with It

" . . . we are on the threshold of revolutionary changes in the baking industry . . . unless we reduce delivery costs there is no telling how far we may go in pricing ourselves out of the market . . . To find the answers, we must think in new dimensions . . ."

By John E. Lange

that sales are down and business is not as good as it used to be. This happens many times because the competition is merchandising more aggressively to increase its sales and get some of your business, too. These complaining bakers try to blame everyone and everything for their own failures. However, they have but themselves to blame for their inaction and indecision.

Perhaps some soul-searching might prove very fruitful to bakery man-

EDITOR'S NOTE: Mr. Lange is general manager of American Bakers Cooperative, Inc., Teaneck, N.J. His address was given before the 45th annual convention of the Southern Bakers Assn. held at St. Petersburg, Fla., with the title, "Lead or Lag?"

agement, which might well ask "Are we leaders or followers in our market?"

How many times do we say of a leader: "He should do a better job because he was in it first and has the experience." This is not the answer. I tell you this leader had the guts to pioneer. This was the major reason for his success.

On the other hand, the followers, if they had not waited so long to see

what the competition was going to do, might be in the position the leader is now. However, if the leader had not succeeded in his new undertaking, the followers would probably say they were pretty shrewd in waiting and would pat themselves between their shoulders. When the competition succeeded, they could then pat themselves between their hips.

It is true your competitor may have been first and succeeded, but do you think for one minute that on the first day he tackled a new method of production or merchandising that everything went off right? Don't believe it! In all probability he had many heartaches, headaches and sleepless nights before his problem and his pioneering were a reality.

On the national level, we have the same situation. The followers in the industry often try to hamper the baking industry's leadership. These are the bakers who take the lines of least resistance or the wrong short cuts, holding back our industry leaders from what they are trying to accomplish for bakers throughout the country.

The industry leaders know that they cannot stand still. They must always be moving ahead if the industry is to remain profitable. They would like to hold cheap bread down to a reasonable level consistent with a stable, profitable operation. How-

(Turn to LANGE SPEECH, page 16)



SBA CONVENTION—The recent Southern Bakers Assn. convention at the Vinoy Park Hotel, St. Petersburg, Fla., drew together a considerable number of prominent SBA members and officers for two to three days of business, relaxation and entertainment. A few of them pictured are, at the extreme left, seated left and right: Ogden A. Gellfuss, Columbia Baking Co., Atlanta, Ga., son of the first SBA chairman; Gordon Smith, Jr., Smith's Bakery, Mobile, Ala., son of the second chairman to serve SBA back in 1916-17; standing, left to right: Benson L. Skelton, Atlanta, Ga., SBA president; F. B. Evers, Jr., Nashville, Tenn., son of F. B. Evers, Sr., American Bread Co., Nashville, who was SBA chairman in 1927; William P. McGough, McGough Bakeries Corp., Birmingham, Ala., son of Thomas McGough, who was chairman in 1920 and again in 1934; Dick Cline, Atlanta, son of E. P. Cline who was chairman of the board in 1947-48; Donald Smith, Smith's Bakery, Mobile, also a son of Gordon Smith. In attendance at the convention, but not pictured, were Miss

Margaret Smith of Mobile, daughter of Gordon Smith, and Paul C. Jones, president, Jones Bros. Bakery, Inc., Greensboro, N.C., son of O. C. Jones who served as SBA chairman in 1949. In the center picture are SBA officers' wives and members of the convention's ladies committee. Seated, left to right: Mrs. Roy Allen, Mrs. F. B. Evers, Sr., Mrs. Ray F. Pahl and Mrs. Benson L. Skelton; standing, left to right: Mrs. Donald Smith, Mrs. R. O. Jackson, Jr., Mrs. G. G. Grant, Mrs. Sanford V. Epps, Mrs. Neal R. Farrar and Mrs. Jodean Cash. At the extreme right are members of the board of trustees of the Bakers University Fund, Inc. Sanford V. Epps, H. H. Claussen's Sons, Inc., Augusta, Ga., outgoing chairman (left center) presents the gavel to G. G. Grant, American Bakeries Co., Atlanta, new chairman. In attendance are, at the left, Mr. Skelton, secretary-treasurer of the Bakers University Fund; Mr. Smith, ex-officio trustee of the fund and, at the far right, Jodean Cash, Fuchs Baking Co., South Miami, Fla., co-chairman of the board of trustees of the fund.

*Four
separate milling units
at the same location*

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... to serve
bakers with

- 1 SPRING AND HARD
WINTER WHEAT FLOURS
- 2 SOFT WHEAT FLOUR FOR
CAKES, COOKIES, CRACKERS
- 3 RYE FLOURS
- 4 WHOLE WHEAT FLOURS



FROM the heart of the major producing areas, wheat flows to CHICAGO, the world's largest terminal market. Situated as we are, we can always choose the finest. Such selection allows us to offer a complete line of flours to suit all bakery needs.

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RED STAR
announces
the
YEASTOMATIC®
50



new semi-automatic yeast rehydrator

The most important development in yeast handling in 14 years
... a major step toward the complete automation of bakeries

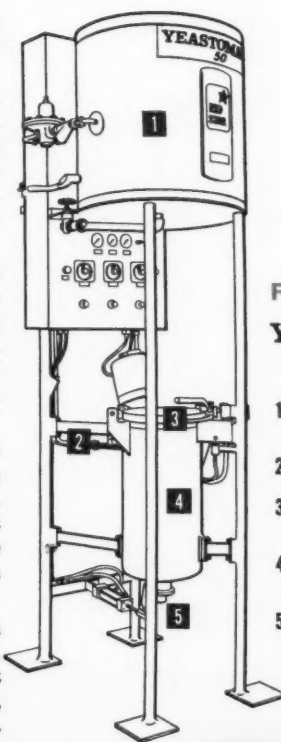
Now you can measure water, control temperature, mix and feed yeast... all automatically

Think what this important advancement, the Yeastomatic 50, means to your baking operation. Not only can you get the known advantages of Red Star Active Dry Yeast: Cost reductions. Drier doughs with improved machinability. Fewer cripples. Improved crust color, texture and crumb. But now you can take a big step forward toward the complete automation of your bakery.

Now, the Yeastomatic 50 takes all time-consuming steps out of rehydration. The new Red Star Rehydrator assures perfect uniformity of the slurry every time. And you mix it automatically, and feed it continuously with no hand labor. The water is automatically measured, temperature controlled and fed into the mixer. You've practically eliminated the chance for human error.

For the first time automation from yeast rehydration to packaged loaf is possible in most bakeries. Now you can enjoy the handling ease, the cost savings, the more uniform, more appealing baked goods that Red Star Active Dry Yeast makes possible... and actually gain time and money on the baking cycle. Why? Because you eliminate many of the extra steps now necessary in the complete baking operation.

Here is the most important advance in yeast handling in 14 years—since the introduction of active dry yeast itself. Whether you already use active dry yeast, plan to use it soon or are just plain interested in major advances in baking, the Yeastomatic 50 is something you'll want to know about. We invite you to write to us for further information. We'll be happy to answer all questions and show you how the new Red Star Semi-Automatic Rehydrator works. There's no obligation, of course. Write today to:



Here's how the new
RED STAR
YEASTOMATIC 50
works:

- 1 Water brought to proper temperature here (105°—115°).
- 2 Water automatically fed to mixing chamber.
- 3 Yeast fed in here. (Yeast food, enrichment, fungals can be added here.)
- 4 Mixing chamber—yeast automatically rehydrated here.
- 5 Slurry piped to dough mixers from here.



RED STAR YEAST & PRODUCTS CO.

Dept. 100 • Milwaukee 1, Wisconsin • World leader in active dry yeast

LANGE SPEECH

(Continued from page 12)

ever, they are hampered by bakers who refuse to investigate new creative ideas which will benefit the entire industry.

Today, as you well know, we are on the threshold of revolutionary changes in the baking industry. One of these changes involves our distribution methods, private label bread, more platform deliveries, regular priced bread and the so-called cheap loaf. All are trying to reach a point where the independent can compete with chain store prices.

While our distribution costs remain high and they have risen from 20% of sales not too many years ago to over 30% now, we will find it tough to meet these prices. Unless we can reduce delivery costs—not just stop the increase—there is no telling how far we may go in pricing ourselves out of the market.

Rest assured that leaders in the baking industry are carefully analyzing this problem. One of these lead-

ers may come up with an entirely new distribution system whereby we stop offering the grocer such services as delivery and consignment selling in order to keep his business. In the future we may have to offer a distribution set-up whereby the grocer picks up his baked products, which would be sensibly priced, at the bakery's loading platform. The grocer would absorb the cost of delivering the baked goods to his market. To induce grocers to accept this type of servicing, we might offer him bread at the platform price. In this way, we could cut our distribution cost substantially and, at the same time, permit the grocer to sell our baked products competitively.

Platform profits today are running from 32% to 35% of net sales after an average gross stale loss of slightly over 6%. The industry has continually met steady distribution cost increases with plant economies. Today, however, the opportunities for more plant efficiencies are growing more scarce.

It is high time—or probably past the time—when we should take a long look at distribution costs. Is our in-

dustry basically sound when we drive into market places today and see three or four or five routemen—three or four or five delivery units—serving one store with \$10 or even \$50 worth of baked foods a day?

Should we not take a long look, after accurate platform prices are established, at solving our distribution problems by setting up a reasonable platform price and promoting the idea of food outlets picking up their own bread? In 1957 38% of the grocery business was done through national chains, leaving 62% available for wholesale bakers. But, more surprising is the fact that 44% of this 62% is controlled by voluntary affiliated grocers. Are we, the majors in the industry, to be satisfied quarreling over a mere 18% of the market, or are we to take a broader view?

Only One Step

Some plants have set up their own delivery organization separated from production by incorporation. This may be good, but it is only one step up.

Take, as an example, a baker having a market of 17¢ a 1 lb. loaf. His outside costs are about 36% or 37%, including stale losses.

A realistic discount to a grocer or a grocer group to pick up the merchandise at the platform at a discount of 30% with no stale would mean that his platform price would be 17¢ less 30%, or 11.9¢. Through such an arrangement the bakers' profit is improved by 6% or 7%.

In turn, the grocer group, buying at 11.9¢ a loaf, plus distribution in volume, would have an item which it could price in competition with chain activities. In any event, according to your local conditions, don't be satisfied with your present position; dig—and at least do—everything possible to minimize your selling and delivery costs.

I realize that there are many bugs which must be eliminated from such a plan. But I am sure that leaders in the baking industry are thinking in new terms such as this to reduce the present high cost of distribution.

There are changes involving the investment of large amounts of capital by many bakers in new equip-



TROPHY—Mrs. Roy R. Peters, Lakeland, Fla., receives the president's golf trophy for her husband from Benson L. Skelton, Southern Bakers Assn. president, at the 45th annual SBA convention. At the left is Mrs. F. B. Evers, Sr., Nashville, Tenn., chairman of the ladies committee of the convention. At the right is F. B. Evers, Sr., who presided at the luncheon during which the trophy was presented.

ment, etc. It means new advertising programs. It means thinking in new dimensions. We have had these revolutionary changes before. There were problems when bread was first wrapped, sliced, twisted and then cellophane wrapped. But they all enabled the baking industry to forge ahead!

Now we face new changes, and the leaders will not wait to see what their competition is going to do. They are out there right now making plans so they will be the first in their markets with the new changes that lie ahead. The changes to be favored by the consumer will motivate her to buy more baked products and less of the products which are eaten to replace them.

It is true that many bakers are bewildered, but let us not be fearful in undertaking the new, the different, the exciting. Perhaps it can be summed up in the word "change." It is almost instinctive among us all to resist anything that smacks of the word change. It makes some of us fearful and yet, to others, the word change invites a challenge. The lead-

(Turn to **LANGE SPEECH**, page 21)

113 YEARS OF MILLING EXPERIENCE PLUS MODERN LABORATORY CONTROL ASSURES THE BAKER EXCELLENT RESULTS WITH:



HUMMER—Spring Hi-Gluten
LIBERTY—Short Spring Patent
BEST PATENT—Standard Spring Patent
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STRONG BAKERS—First Spring Clear
CAKE and PASTRY FLOURS
RYE—White - Medium - Dark

GEORGE URBAN MILLING CO. BUFFALO, N.Y.

Uniformity

the priceless quality in flour

yours always with...

Acme-Evans Flours



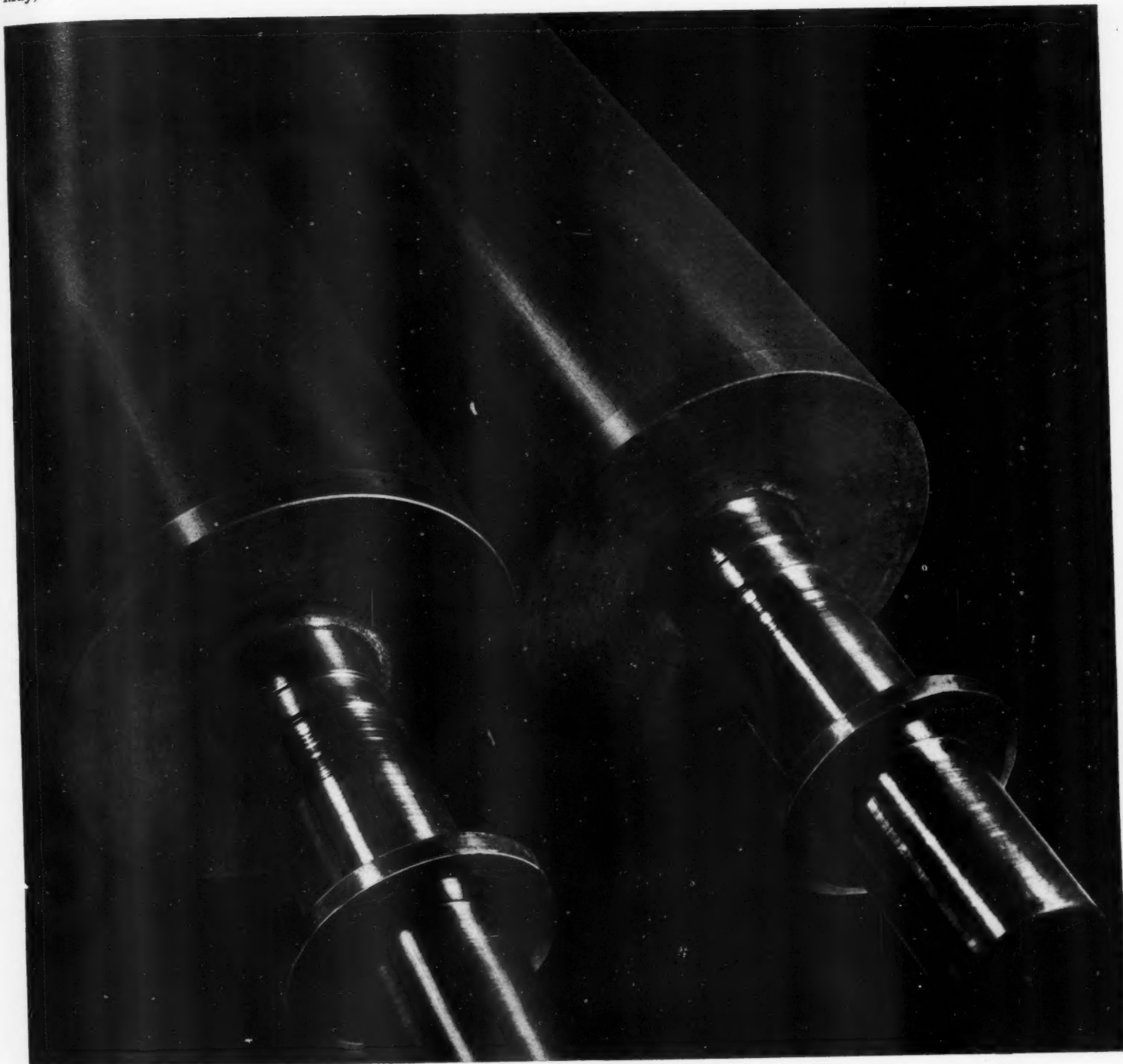
ANGELITE—cake flour
COOKIE KING—cookie and dough-up flour
CRACKER KING—cracker sponge flour
GRAHAM KING—100% soft wheat graham
PASTRY KING—low viscosity flour

Progressive Milling Since 1821

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BOARD MEETING—The board of governors of the Southern Bakers Assn. met during SBA's 45th annual convention at St. Petersburg, Fla. They are seated, left to right: Benson L. Skelton, Atlanta, Ga., president; Donald Smith, Smith's Bakery, Mobile, Ala., chairman of the board; O. L. Allen, Flowers Baking Co., Inc., Jacksonville, Fla.; standing, left to right: R. W. Weststrom, Colonial Baking Co., Atlanta; William P. McGough, McGough Bakeries Corp., Birmingham, Ala.; Hugh P. Wasson, Jr., Ideal Baking Co., Huntsville, Ala.; G. G. Grant, American Bakeries Co., Atlanta; Paul A. Jones, Jones Bakeries, Inc., Winston-Salem, N.C.; Cesar Medina, Holsum Bakers, Inc., Tampa, Fla.; Roy R. Peters, Butter Krust Bakeries, Inc., Lakeland, Fla., and A. G. Peeler, Jr., Bamby Bakers, Salisbury, N.C.



*Your Bakery
Deserves the Best*

These finely corrugated, precision-adjusted mill rolls turn continually year-in and year-out—just one of the many steps in the production of the world's finest flour.



The Kansas Milling Company
WICHITA, KANSAS

Peak Performance backed by Superior Service



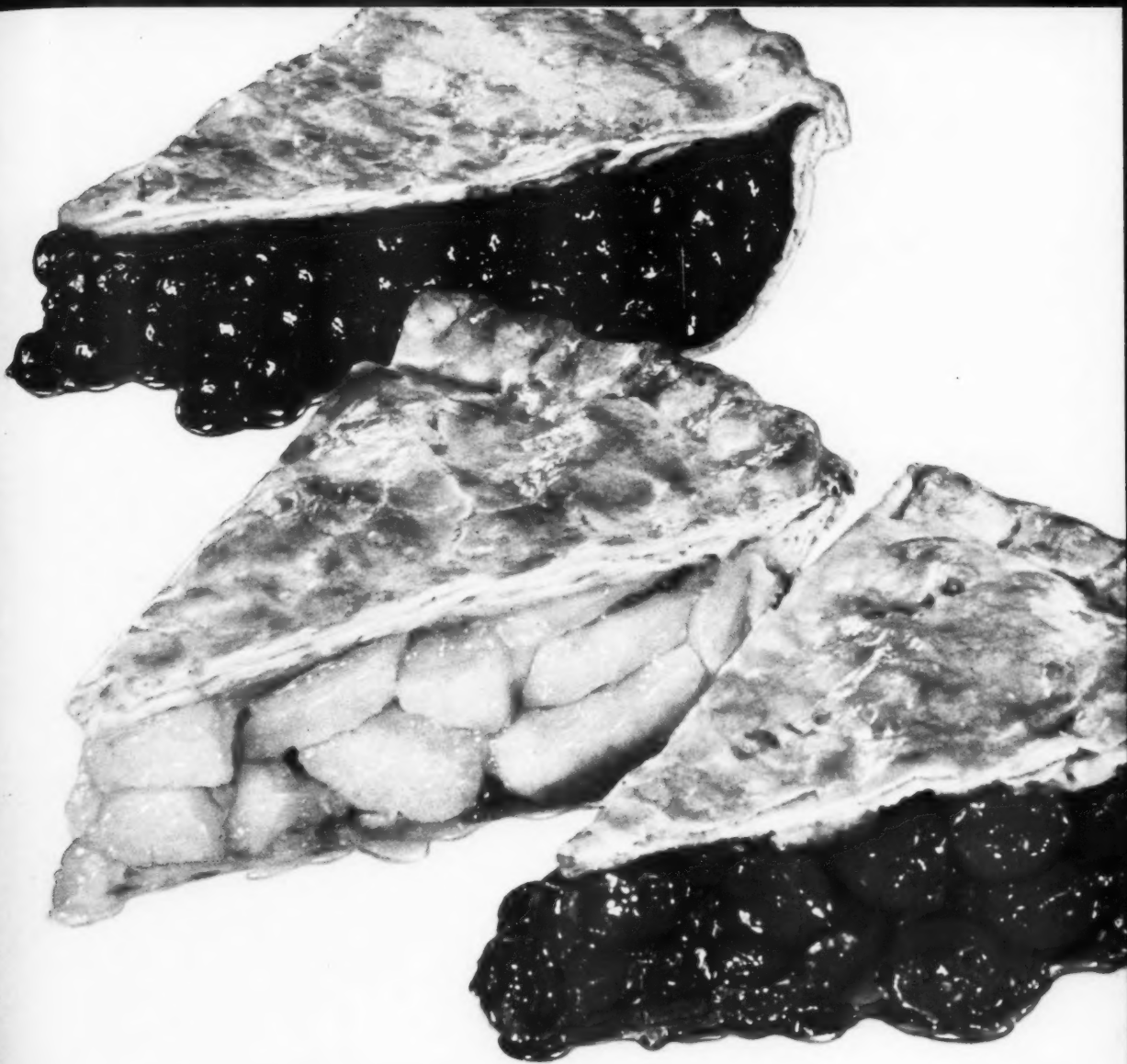
GRIZZLY PEAK - NEAR ASPEN, COLORADO

PIKES PEAK

BAKERY FLOURS



The COLORADO MILLING & ELEVATOR COMPANY, *General Offices:* DENVER, COLORADO



For better pie—

for more sales—use Fleischmann's Frozen Fruits

Fleischmann freezes only fruit which meets rigid baking specifications established by The Fleischmann Laboratories. That's why Fleischmann's Frozen Fruits retain true fruit flavor and color to

produce better pies every time. Pie fillings made with Fleischmann's Frozen Fruits have that "special" appetite appeal that means satisfied customers for you . . . and repeat business.

Consult your Fleischmann man about additional benefits you can get—in Merchandising aid and Production help.

Fleischmann is First 

... in frozen fruits for bakery needs

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LANGE SPEECH

(Continued from page 16)

ers look at change as a challenge to their ability to be successful, and realize that they must take another step forward. They do not always succeed but they do forge ahead!

Start thinking of change in this manner, and you, too, will be able to go further. Everyone who has ever been successful has thought this way. Why don't we, in the baking industry, do the same? Let's forget about blaming the other guy for the way things are and for the spot we're in. Let's face facts, let's look at our present predicament, let's find a way out; but above all, let's get moving!

Hard Decisions

I realize that to some bakers marketing decisions are hard to make. They are decisions we try to put off until tomorrow, waiting to see what the competition may do to provide "us" with a clue to the road we should take. Actually, marketing decisions are not hard to make. Our approach in forming these decisions makes them seem tough.

When you have the facts and have taken the time to sit down and honestly appraise them, you will find that the marketing decisions will take care of themselves; your careful analysis will point to the decisions which you must make.

Summing up, your marketing decisions should always be based on this thought: You want your customers to buy the best quality products your organization is capable of making, sold by the efforts of an organized, enthused sales organization, and advertised so that enough people are motivated to buy your product. The end result of this is a better sales picture for your bakery.

In addition to profits, the morale of your organization is lifted to the level where your employees feel management is progressive and that they are with a forward-moving, winning company. This, however, will never happen unless you really work at it. If you are a leader, you must see the whole picture. Management which only sees part of the whole picture can never be the leader. To be a leader, you must at least understand the entire operation, including production, advertising, merchandising and organization, but not necessarily be able to do each of these in detail.

A leader must know where he is going. If you do not have a goal, or a target, there is no incentive to mobilize all of your efforts and talents toward that end. If you do not

know where you are going—how can you possibly get there!

Too many of our plants lack leadership because they fail to establish goals for their organizations. Oddly enough, when business is good, we do less planning. When we suffer reverses in volume and profits, management then tries to institute panicky leadership, which usually leads nowhere.

How many other industries run on a more or less day to day planning basis? Our most successful corporations plan years ahead. Very often they include radical new procedures in their plans. New procedures have made our industries and our country so great. All too often, in the baking industry, our management has failed to step out boldly with new procedures, new designs and new merchandising concepts. We have been afraid to be creative—we have tended to be followers. Then we suffer while trying to catch up with the leaders.

Plan Carefully

Good planning should include careful evaluation of capital expenditures for new equipment, with accurate estimates as to what these expenditures will produce in economies.

Good bakery leadership should include an analysis of the product itself, as well as packaging changes. You can choose any number of new wraps, position design, a combination of both, and many other innovations to give your products a new look, a new story and a definite sales plus.

In the merchandising area, bakery management should ask itself, "How much can we spend and where should we spend it? Will we continue to use the shopworn method of asking our sales manager for an over-all increase of so many dollars a week, a route? Or before we spend our money, will we analyze our market?"

Progressive bakery management should know how the plant compares with its competitors, what the market potential for the bakery is, what part of that market potential to aim for, if the same kind of promotion is needed over the entire area, or if it must vary promotions to fit certain areas, according to the potentialities on each route. Do we set our sights on a realistic goal for each salesman and each division of routes? Far too many times management fails to reach its goal because it has too little contact with salesmen. When there is a promotion going on, management must be in on that promotion. In many operations management forgets the most important part of team work. It fails to develop personal contacts with the men who bring in the dollars or who can lose the dollars.

You may feel I am stressing the point too strongly about bakers who wait to see what the competition will do. It is important to stress this point because of the momentous changes that are being made in the baking industry. There won't be room left for the followers in the future. Only those who prove their leadership now will succeed and stay in business.

Let us look at the continuous mix process. I believe that in 1954 and 1955 there were six continuous mix units installed in bakeries, and in 1956 there was only one unit in oper-

ation. The plant that stayed with continuous mix had faith in this process and was willing to plug along until it was perfected. Today there are over 30 continuous mix units in operation, and by the end of 1959 there will be double that number.

So far, I have discussed what we must do as individuals to be leaders. We must all possess the enthusiasm to do a job, and be able to instill this enthusiasm in others so that they, in turn, can put our plans into effect. All the people in your organization have potentialities. As a leader, you should be able to instill in them the desire to do a top job. You must inspire in your associates the feeling that they are on a team, a team which is out to win all the points. When your entire organization feels this way, there is nothing that can stop it. You have it moving, you have it rolling on to the goal, it is out there pitching and winning for you.

We have spent millions of dollars in production, sales and distribution, but how much have we spent on training our personnel?

Isn't it true that John Dough has the same type of equipment and uses the same ingredients as the baker who is on the defensive? However, John Dough has probably trained his personnel so that every man in his plant is a specialist at his job.

A training program will motivate your personnel. Motivation is nothing more or less than a positive force to get your employees to do a better job. And I might add, that this training applies to all departments, and the administrative group is not exempt.

To have a winning organization you must be a man with ideas. You must have the ability to follow through. If an idea proves to be ineffective, drop it and move on to another one. As you grow in experience, you are killing off old ideas and giving birth to new ones. Don't ever let old ideas clutter your mind to the point where you no longer think in terms of the new. That, I am afraid, is the difficulty which many of us find hard to overcome. We allow too many of our old ideas to run the show for us, and we can't get out of the groove. We do not take into consideration the new forces that are beginning to remold our markets.

New forces mean new approaches. New ideas are the lifeblood of a successful operation, and the man who leads can be instrumental in making that lifeblood good, healthy red blood. The decision rests with you—will you lead—or will you lag?

SBA CHAIRMAN

(Continued from page 12)

of course, placed me in a very important executive position. I am very proud of this progress in our company; and I always like to feel the fact that my father owned the company did not influence my progress too greatly.

Speaking of my father, Gordon Smith, a good many of us present consider him the grand old man of the baking business and "the Daddy of the Allied Trades," but you might also be interested to know that he is one of the founders of SBA. A group of southern bakers organized the association some 45 years ago and elected Ogden's father, Gus Geilfuss, first president. Pop was the second president, and brother Roy served some time in the '30s, I think. I mention

(Turn to SBA CHAIRMAN, page 27)

Moms...

Dads...

Kids...

love bread
baked with
**WHITE
SWAN
FLOUR**

bake after
bake after bake

**SPRINGFIELD
MILLING CORP.**

572 Grain Exchange, Minneapolis 15, Minn.
Mills at Springfield, Minn.

Also millers at: Pride of the Northwest
• White Bear • White Gold • Purons

Dependable Spring Wheat Flour

CORNER STONE ★ OLD GLORY
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Bulk or Sack Loading

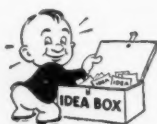
LA GRANGE MILLS
RED WING, MINNESOTA

"ROCK RIVER" RYE "BLODGETT'S" RYE "OLD TIMES" BUCKWHEAT

All Grades—From Darkest Dark to the Whitest White
—Specially Milled by the Blodgett Family—Since 1848

FRANK H. BLODGETT, Inc., Janesville, Wisconsin

Worth Looking Into

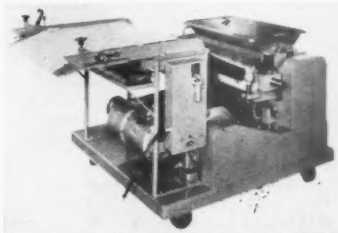


New Products New Services New Literature

This reader service department announces the development of new and improved products, new services and new literature offered by manufacturers and suppliers. Claims made in this department are those of the firm concerned. Use the accompanying coupon to obtain the desired information.

No. 4293—Machine For Packaging

Hayssen Manufacturing Co. has introduced its new RT packaging machine, designed to provide automatic packaging of non-uniform products and goods that are regularly hand wrapped or machine wrapped with support. A new method of forming the package independent of the item being wrapped permits use of the machine for products of various sizes. Any heat sealing material may be used. As the material is pulled toward the back sealer, the film is naturally folded over the product. Height of package is adjusted with a finger wheel that raises or lowers the back sealing bars. For details, check No. 4293 on the coupon, clip and mail.

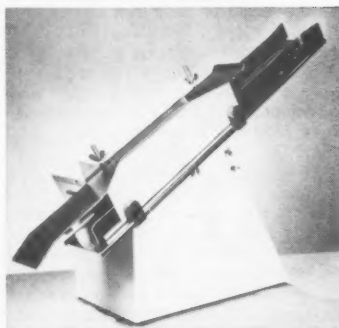


Machinery Division of Baker Perkins, Inc. Although the machine is of the high speed type, it is designed to service ovens of any length, and is capable of producing all types of biscuits of the shortbread variety. Besides low hopper height for easy loading, its chief innovations include open areas under the apron and rollers to provide complete accessibility for cleaning, completely removable stainless steel hopper, hinged hopper extension which also can be lifted for cleaning, and a greatly simplified system for knife adjustments. For details, check No. 4294 on the coupon and mail to this publication.

No. 4294—Biscuit Moulding Machine

A new portable, rotary biscuit moulding machine, which offers production bakers maximum sanitation features with a minimum of maintenance effort, is announced by the Food

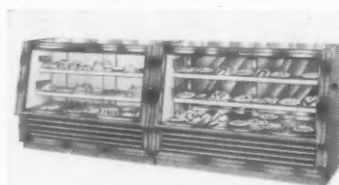
No. 4295—Slicer For Rolls, Buns



Introduction of a light-weight, durable roll and bun slicer to the baking industry and its allied fields has been announced by Roydon Manufacturing Co. Designed to slice all types of rolls and buns, including hamburger and wiener buns, tea biscuits, cream puffs, eclairs and other specialty baked products individually or in clusters, the unit's capacity is limited only by the operator's efficiency in feeding the machine, the manufacturer states. Constant spring tension is maintained on the upper chute guide. Three simple adjustments set the unit for a variety of roll heights, widths and cut positions, the manufacturer claims. Total weight of the unit is 65 lb.; shipping weight is 80 lb. For additional information, check No. 4295 on the coupon, clip and mail to this publication.

No. 4296—Bakery Display Cases

Frigid Igloo Manufacturing Corp. has introduced matched, self-contained, high temperature and low temperature display cases for bakeries, among other stores. The cases have glass tops to provide the sales clerk with clear visibility of the customers' selections of products. It is



claimed that the two cases will provide the average bakery with all the display refrigeration equipment needed. The cases are available in single units, high or low temperature, and are finished in white, stainless steel or color to match present equipment. They are of all-welded steel construction throughout, with automatic defrosting in the freezer section only. For details, check No. 4296 on the coupon, clip and mail.

No. 4297—Table For Retail Bakers

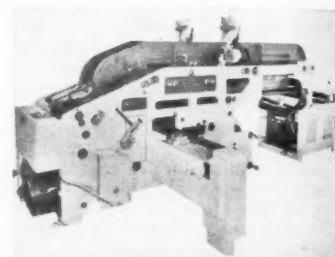


Anetsberger Brothers recently announced the manufacture of a full production bakery table that brings many advantages of automatic operation to the retail baker heretofore enjoyed only by large production bakers. This Anets SMT-6-DC can be

equipped with die-cut and disc-type cutters. The unit sheets and cuts the dough accurately and, when equipped with Anets accessories, converts numerous hand operations into automatic production. Anets standard accessories, such as the cross roller, oiler, cinnamon duster, paste spreader, rotary flour brush and roll winder, can all be utilized with this table. A special all-purpose hydraulic drive is optional equipment, providing variable belt speeds from 1.5 ft. up to 45 ft. min. Speeds can be set so that two men or up to six men can operate the machine. The firm claims it is ideal for cinnamon rolls, squares, long Johns, coffee cakes, triangles, bear claws and doughnuts. It moulds wiener rolls, sticks and bread pieces up to 24 in. long (no round) without the use of extra pressure boards. For further information and descriptive circular, check No. 4297 on the coupon, clip and mail to this publication.

No. 4298—Bread Wrapping Machine

Use of conventional polyethylene film in automatic bread wrapping operations is now commercially possible on improved National BW-7 machines manufactured by the National Bakery Division of Package Machinery Co. The improved National BW-7 machines are designed so that the same machine will handle polyethylene, standard heat sealing cellophane or



waxed wrapping materials. To convert BW-7 machines now in use to handling polyethylene, specially designed assemblies and parts are available which become an integral part of the machine. Either plain or printed polyethylene film can be used with or without inner band identification. Conventional billboard end labels are recommended for end identification and easy opening. For details, check No. 4298 on the coupon, clip and mail to this publication.

No. 4300—Bakers' Ingredient Catalog

Dodge and Olcott, Inc., has made available its new price catalog of essential oils, aromatic chemicals and specialties, flavor bases, certified colors and dry soluble seasonings. Prices, brief descriptions and general information are included, as well as addresses and phone numbers of the various branch offices. Copies are available upon request. Check No. 4300 on the coupon, clip and mail.

No. 4301—Formula For French Sour

A comparatively new ingredient for producing the California-type of sour French bread is now available from Lake Shore Products. This ingredient can also be used for the production of the milder types of French and Vienna breads and rolls, as well as their counterparts in "Brown 'n Serve" style. The ingredient is LSP-French Sour, and the company claims that it reproduces the same results obtained by making an overnight sponge. LSP-French Sour is merely

Send me information on the items marked:

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| <input type="checkbox"/> No. 4293—Packaging | <input type="checkbox"/> No. 4300—Catalog |
| <input type="checkbox"/> No. 4294—Biscuit Moulding | <input type="checkbox"/> No. 4301—Formula |
| <input type="checkbox"/> No. 4295—Slicer | <input type="checkbox"/> No. 4303—Tote Bins |
| <input type="checkbox"/> No. 4296—Display Cases | <input type="checkbox"/> No. 4304—Belting |
| <input type="checkbox"/> No. 4297—Table | <input type="checkbox"/> No. 4305—Fiber Drums |
| <input type="checkbox"/> No. 4298—Bread Wrapping | <input type="checkbox"/> No. 4306—Tools |
| <input type="checkbox"/> No. 4299—Package Display | <input type="checkbox"/> No. 4307—Booklet |

Others (list numbers)

NAME

COMPANY

ADDRESS

CLIP OUT—FOLD OVER ON THIS LINE—FASTEN (STAPLE, TAPE, GLUE)—MAIL

FIRST CLASS
PERMIT No. 2
(Sec. 34.9,
P. L. & R.)
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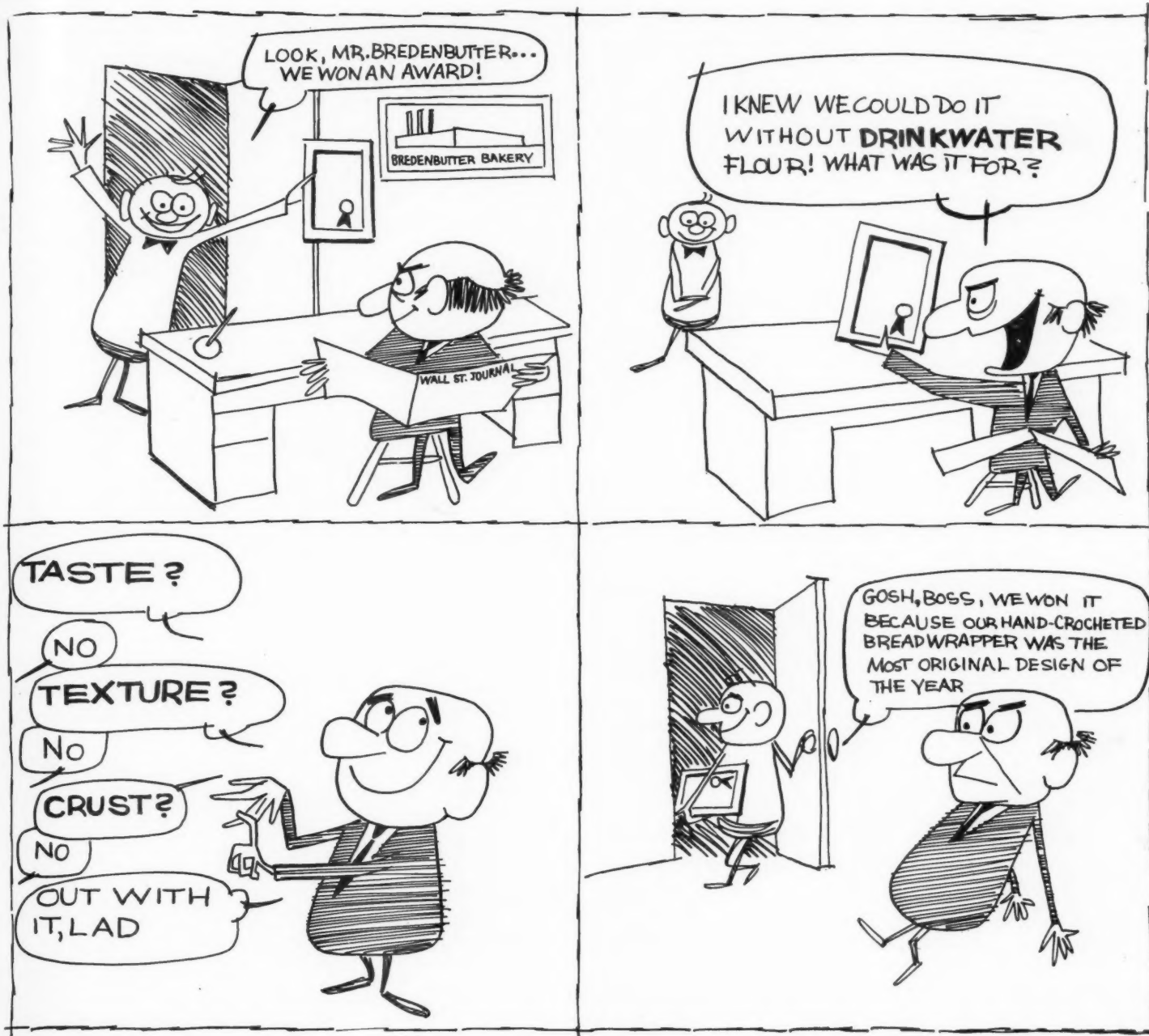
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The American Baker

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Reader Service Dept.

Minneapolis 40, Minn.



MORAL: *You can drop a few stitches
on your bread wrapper and still
win awards when you specify the truly
uniform flour...*



PROUD TROPHY WINNERS USE *DRINKWATER*,
THE FLOUR WITH CONSISTENT QUALITY!

DRINKWATER FLOUR

Morten Milling Company, Dallas, Texas

A Division of Burrus Mills, Incorporated

added directly to the dough, dispensing with the process of making a sour dough. It does not require the extra long proof time that the sour dough process does, say the manufacturers. LSP-French Sour is packed in 100 lb. bags, and is white, free-flowing and not supposed to spoil or deteriorate while standing. Check No. 4301 on the coupon, clip and mail.

No. 4306—Plant Sanitation Tools

Unusual sanitation aids such as a pipe swab for applying residual insecticide to overhead pipes, an all-metal, extended trigger mouse, snaptrap, an air-powered hand vacuum cleaner and

a special light to repel birds from warehouses are a few of the sanitation tools available from the American Sanitation Institute, a division of the Huge Co., Inc. All are described in a catalog which the institute publishes. The Huge Co. is the parent division of ASI, which provides sanitation consulting services for food processing and handling operations across the country. As part of this work, ASI representatives are constantly on the alert to field test and choose unusual new sanitation tools or methods which will overcome specific sanitation hazards in bakeries and other food processing plants. For a copy of the catalog, check No. 4306 on the coupon, clip and mail.

No. 4299—Package For Bread Display

Pollock Paper Corp. has developed a new packaging idea for bakers to use in wrapping bread for restaurants. Essentially, Pollock has created a standard design with the printing facing both ends of the wrapper—when the loaf is broken apart at the middle and each half stood on end the copy and illustrations will be upright and readable. Basis for this new design, of course, is the fact that many res-



taurants break open or cut open the sandwich bread package in the center and stand the two ends upright where, in many establishments, it is generally in full view of the customers. Pollock uses this method of cutting and standing the loaves as a promotional display of the National Restaurant Assn. slogan, "trEAT Out More Often." The designs are available in color combinations and can be personalized with brand names and other copy. Additional information and samples may be obtained by simply checking No. 4299 on the coupon, clipping and mailing to this publication.

No. 4304—Woven, Rotary Belting

Voss Belting & Specialty Co. has introduced a woven lapless, rotary machine belting especially suitable for the biscuit and cracker industry. It is completely uniform in thickness throughout and has a specially woven surface that pulls rotary goods gently from the die. The company claims that this belting handles high shortening content and very thin goods with minimum scrap loss. On the basis of production line tests conducted in major plants throughout the country, Voss woven, lapless rotary machine belting has a normal production life expectancy 3 to 4 times that of sewn, endless rotary machine belting, the company claims. It is available in widths up to 77 in. in any length in cotton, nylon, linen or ramie, and can be coated or impregnated. For details, check No. 4304 on the coupon, clip and mail to this publication.

No. 4305—Fibre Drums for Economy

Armour & Co. is encouraging bakers and food processors to switch from steel to fibre drums when ordering bulk lard and shortening, and is billing shipments in fibre drums at a saving in cost to the customer under the price for steel drums. Armour officials claim that the saving in fibre drums is enough to offset the resale value of the emptied steel drums. Leading Armour shortenings now available in fibre drums include Tex, a completely hydrogenated shortening for baking, deep fat frying and gen-

eral baking; Kre-Mit, an all-purpose hydrogenated shortening, and Sum, a high-absorption shortening. A folder showing how to handle, open, dispense, clean and store fibre drums is available. Simply check No. 4305 on the coupon, clip and mail to this publication.

No. 4303—Standard Tote Bins

Tote System, Inc., announces the inclusion of magnesium Tote Bins as standard items in its equipment line. Formerly, bins fabricated of magnesium were considered special orders. Despite the availability of four different materials of construction, however—aluminum, carbon steel, stainless steel and now magnesium—90% of all Tote Bins in use are fabricated of aluminum. As with its other bins, the magnesium containers are available in five sizes, 42, 74, 90, 98 and 110 cu. ft. capacities. Other special sizes may be fabricated on request. For details, check No. 4303 on the coupon, clip and mail.

No. 4307—Booklet On Bulk Installation

Sprout, Waldron & Co., Inc., is offering to bakers and others a four-page, illustrated booklet describing in detail, with pictures and diagrams, the bulk flour system installed at Continental Baking Co.'s Wonder Bread plant in Beverly Hills, Cal. The system is the West's first automatically operated, outdoor storage, carload delivery bulk flour system, states Sprout-Waldron. The booklet includes a schematic drawing of the movement of flour from the Airslide cars to the storage tanks and from the storage tanks to the plant. Copies of the bulletin may be obtained by marking No. 4307 on the coupon, clipping and mailing to this publication.

Also Available

- No. 4271—Oven catalog, J. H. Day Co.
- No. 4272—Bakers' mitt, Singer Glove Mfg. Co.
- No. 4273—Tape dispenser, Kiwi Coders.
- No. 4274—Materials handling booklet, Fuller Co.
- No. 4275—Carrier for supplies, Walton-March.
- No. 4276—Wrapper, Cello-Masters, Inc.
- No. 4277—Bun Pans, Ekco Engineering Co.
- No. 4278—Magnifier, S. B. Logan & Co.
- No. 4279—Pan Set, Ekco Engineering Co.
- No. 4280—Packaged Sponge, Ivers-Lee Co.
- No. 4281—Pizza Oven, Faulds Oven & Equipment Co.
- No. 4282—Enrichment Booklet, Merck & Co., Inc.
- No. 4283—Dry-Flo Car, General American Transportation Corp.
- No. 4284—Bread Ingredient, Atlas Powder Co.
- No. 4285—Wheat Starch, Huron Milling Division, Hercules Powder Co.
- No. 4286—Processing Bulletin, Wil-mot Castle Co.
- No. 4287—Teflon coating, Cadillac Plastic & Chemical Co.
- No. 4288—Oven Gun, Ramco Equipment Co.
- No. 4289—Polyethylene Kit, Western Waxide Division, Crown Zellerbach Corp.
- No. 4290—Sterilizing Ovens, Despatch Oven Co.
- No. 4291—Log Book, Truckers Specialty Printing Co., Inc.
- No. 4292—Business Leasing, Foundation for Management Research.

**Be Proud of Your Job
as we are of
Ours,
for
BREAD
IS THE
STAFF
OF LIFE**




CONSOLIDATED FLOUR MILLS CO.
KANSAS' LARGEST INDEPENDENT MILLERS
WICHITA 1, KANSAS

GRAIN STORAGE
2,706,500 BU.

IN THE
HEART OF
KANSAS

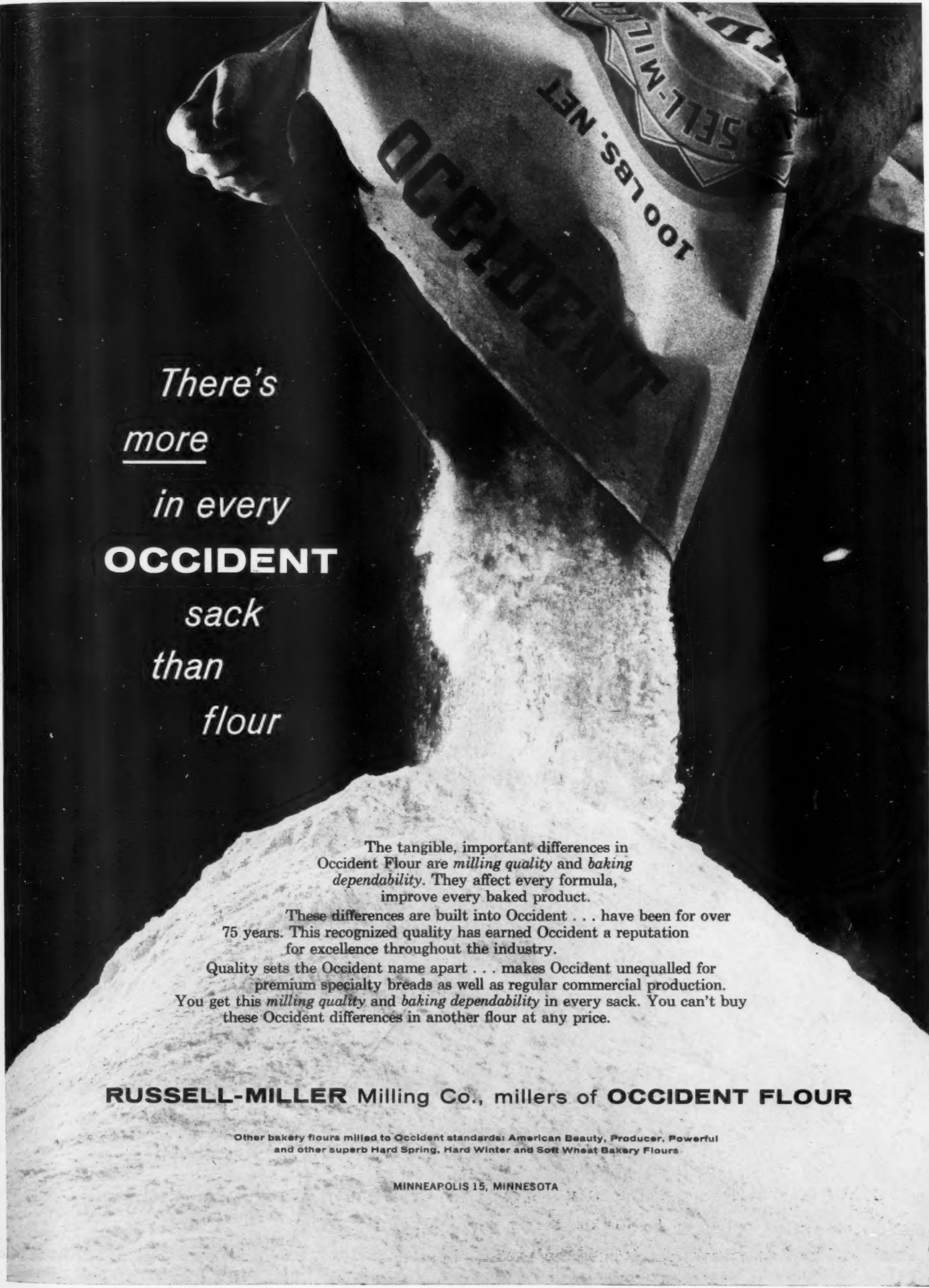
CAPACITY
8500 CWTs DAILY



Country-Milled
from Country-Run
Wheat located in
the heart of
America's foremost
wheat producing
section.

INDEPENDENT
OWNER
MANAGED

The
WALL-ROGALSKY MILLING CO.
MEPHERSON, KANSAS



There's
more
in every
OCCIDENT
sack
than
flour

The tangible, important differences in Occident Flour are *milling quality* and *baking dependability*. They affect every formula, improve every baked product.

These differences are built into Occident . . . have been for over 75 years. This recognized quality has earned Occident a reputation for excellence throughout the industry.


Quality sets the Occident name apart . . . makes Occident unequalled for premium specialty breads as well as regular commercial production. You get this *milling quality* and *baking dependability* in every sack. You can't buy these Occident differences in another flour at any price.

RUSSELL-MILLER Milling Co., millers of OCCIDENT FLOUR

Other bakery flours milled to Occident standards: American Beauty, Producer, Powerful and other superb Hard Spring, Hard Winter and Soft Wheat Bakery Flours


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The Heart of the Wheat Belt



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American Flours



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SBA CHAIRMAN

(Continued from page 21)

this because the association has certainly been kind in offering the honors to us Smiths.

Under the leadership of our capable president, Benson Skelton, our association has a program that is vital to the baking industry.

This meeting here in "the Sunshine City" of St. Petersburg, where we gather together and meet our friends and competitors, swap ideas and, we hope, improve our competitive relations . . . is good!

Our production conference in Atlanta in the fall is getting more important every year, and is a highly successful activity.

Forward Moves

The association's sponsorship of the grain rate case has meant savings of hundreds of thousands of dollars to our industry; and our support of the baking department at Florida State University is a forward looking movement aimed at bringing up the level of the industry in the years to come.

I am sure you will learn from our president that while the association has no pressing financial problems, all of us are always looking for more moral support, and moral support comes from increased membership and from increased attention to activities. For these we need your help in talking up membership in the association and promoting increased attendance.

As an association, we must stand together to carry on for the good of the entire industry, recognizing and meeting the challenges that lie ahead and working together toward solution of the problems facing us now and that will face us in the future.

In the short time that is left me today I would like to take off my baker's cap and talk to you as an American citizen. I am going to place this little flag here on the desk as a reminder to you and to me that in our daily activities we often get so involved in our own problems that we forget that the most important thing to all of us Americans is the future of these great U.S. in which we "all" are fortunate enough to live. America has proved up to now that Democracy and the profit system do work! And they are far better than Socialism or Communism. We are threatened in America and, in my opinion, we are at a crucial crossroads, menaced by the creeping paralysis of Socialism and Inflation.

I would like to add my voice to that of the thinking people of this country and suggest that each of us become

a one-man-crusader against socialism and inflation. I am not going to attempt to be an economist and point out the dangers of these two enemies that can sap the lifeblood of our country and everything it stands for. But, I am going to ask you to let your representatives in government know in no uncertain terms that you do not favor more spending without tax support, more government entry into business and local affairs, even though at the time it seems these particular programs might be good for you.

Less Centralization

In a day when both cities and states have turned their backs upon independence and the time-tested theories behind self-support and are looking to the federal government for aid . . . in a day when more and more centralization has become the keynote of progress . . . we must discontinue our apathetic attitudes. To compromise our position now may help sound the death knell for free enterprise within the next decade. For if the present unsound trend continues, the government's paternal, helping hand can become an iron one exercising complete control. To paraphrase a familiar quotation, "No Man Is An Island." He is a part of the land. When something happens to one of us, it happens to all. Gentlemen, it is time to take a stand. Let us all leave this meeting with renewed determination that we will do everything in our power to fight the socialists who will ruin our economy and the inflationists who have never failed . . . once they get a grip on a country . . . to start the printing presses going and lower the monetary value until sound values are wrecked.

In conclusion, I wish to thank our General chairman, Barney Evers, and the allied association and all the members of the various committees who have worked so hard to arrange a very excellent program of entertainment for this convention. I know that you will show your appreciation of their efforts by becoming a part of these activities and enjoying yourself to the fullest extent.

~ ~ ~

PRIZE WINNERS

SOUTHERN BAKERS ASSN. 45th ANNUAL CONVENTION

DOOR PRIZES

W. Hugh Adcock, H. C. Brill, Gover C. Long and James Taggart.

PUTTING-ON-THE-GREEN

Men: First prize, L. C. Pharo; second, Fred Morgan; third (tied), H. E. Kitchen, C. H. Schupp; ladies: First, Mrs. Charles Sanford; second, Mrs. A. G. Peeler; third (tied), Mrs. F. B. Evers, Sr., Mrs. A. G. Gleason

SHUFFLEBOARD

Men (doubles): First, George Lostroh and Charles Sanford; second, James Graham and James South; ladies (doubles): First, Mrs. E. B. Nicolait and Mrs. Fred Hachval; second, Mrs. Kermit Murphy and Mrs. L. M. Murphy.

GOLF TOURNAMENT

Top prize for best golfer (president's trophy), Roy Peters; bakers low net (Calloway handicap), Donald Smith; lowest number of putts, Rea Todd; closest to No. 8 pin, Russell Knepp; highest score, F. B. Evers, Jr.; blind bogey, Louis Rudolph; mystery hole, Jack Buchanan.

Ladies: Best golfer, Mrs. C. F. Kinder; low net, Mrs. E. F. Heberling; low putts, Mrs. Bert Fields; closest to No. 8 pin, Miss Margaret Smith.

Allieds: Best golfer, Jerry Debs; highest score, Ed Acuff; low net (Calloway handicap) (tied), Tom Eggers and Jack Huddleston; low putts, Al Bundy; blind bogey, Tom Lee; mystery hole, Fred Porter.

BREAD IS THE STAFF OF LIFE

NEW SALES REPRESENTATIVE

SAN FRANCISCO—Roy H. Grundy has been appointed Chicago sales representative for the Western Waxide Division of Crown Zellerbach Corp. A graduate of Purdue University with a degree in packaging, Mr. Grundy has had four years' experience in the packaging field.

Visit Us... Stand No. 526-527

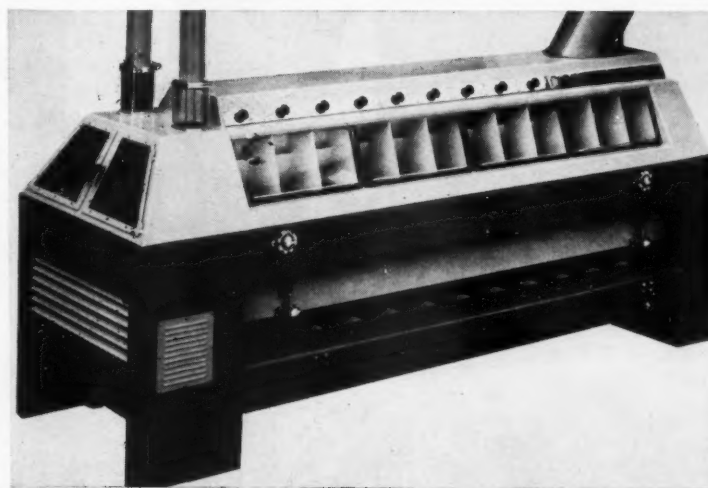
U. S. World Trade Fair

New York City May 8-19



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**More than 500 installations
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BROWN'S HUNGARIAN
America's Premier Cake Flour
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Code dating and marking machines for the flour
milling and baking industries. Coding bread wrap-
pers, cellophane and packages, etc., our specialty.
Write for information on a specific problem
KIWI CODERS CORPORATION
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**To bake the best . . .
buy the best!**
Quality Bakery Products
NATIONAL YEAST CORPORATION
Chanin Building, New York, N.Y.

What sells baked foods? (NO. 5 IN A SERIES)

"MR. PILLSBURY" ...AT YOUR SERVICE!

The Pillsbury bakery salesman funnels
valuable information from many specialized
departments to bakers everywhere



Procurement question? Count on your Pillsbury salesman to advise you wisely on when to buy and how long to book for. He's backed by Pillsbury's Business Analysis Department—specialists who constantly analyze data from all parts of the country to keep abreast of trends. This data includes information on crops, industry conditions and price fluctuations. These business specialists keep your "Mr. Pillsbury" fully informed at all times.



"New Crop" trouble? Talk to the Pillsbury salesman. He'll demonstrate how Pillsbury's constant testing, careful wheat blending and special crop transition program have eliminated new year variations in many bakers' production. He's confident . . . because Pillsbury Quality Control backs him all the way.

Want new sales, product ideas? Other specialists behind the Pillsbury salesman develop and test new products for bakers, design colorful sales aids, come up with new promotional events. Count on the salesman, too, for help in tailoring the promotion to your bakery. It's all part of the complete service every Pillsbury salesman offers to help bakers sell more . . . and sell profitably. Truly "Mr. Pillsbury" is constantly at your service.



Production problem? The baker can ask the salesman (his own "Mr. Pillsbury") for help from a technical serviceman. These baking specialists are constantly visiting bakeries across the U.S., helping solve problems, observing new trends.



Too much work, too few hands? Maybe a bakery mix is the answer. The Pillsbury salesman has an interesting story on how production problems can be eased through use of mixes. Pillsbury produces a complete line of precision-blended mixes at Springfield—in one of the most modern plants of its kind in the world.



...Your partner in building sales
The Pillsbury Company, Minneapolis 2, Minnesota

"Yes Sir!...I grow
some of the
finest wheat
in America!"



Carl Amstrup, Assistant Director of the Agricultural Department, goes over a test plot of wheat with "Mr. American Farmer." "Mr. American Farmer" was selected to represent all the farmers throughout the country who help start the process of "From Field to Flour."

"Yes Sir!" "Mr. American Farmer" come along on a tour and follow your grain, see the care the King Midas People take as they speed it on its way to the completed product.

King Midas depends on quality—to do this we work closely with farmers, agricultural agents and 4-H groups.

It is our obligation at King Midas to buy the finest wheat obtainable. But, we do not stop here, we work constantly to improve the strain of wheat and determine methods to upgrade the quality.

King Midas FLOUR MILLS
MINNEAPOLIS  MINNESOTA



Your
COMMUNITY CHEST
contribution
is serving every day
throughout 1959



Virginia H. Marx

AIB Appoints Virginia H. Marx Staff Nutritionist

CHICAGO—The consumer service department of the American Institute of Baking has appointed Miss Virginia H. Marx, formerly of St. Louis, to the position of field staff nutritionist for AIB's west central area. Miss Marx will headquarter at Minneapolis, and is an experienced dietitian with considerable hospital background.

Miss Marx will carry on the nutrition education program of the department in Minnesota, Iowa, North and South Dakota, Nebraska, Wyoming, Colorado and Montana. She will work with the medical and dental professions, with nurses, public health authorities, with the Red Cross, extension personnel, educators and with school lunch programs.

Before joining the institute staff, Miss Marx had been the assistant director of therapeutic dietetics at Duke University Hospital. She also served with the Washington University Clinic in St. Louis. At Barnes Hospital, also in St. Louis, she served her dietetic internship and was a therapeutic dietitian.

Miss Marx is a graduate of Mills College, Cal., with a B.A. degree in dietetics and institutional administration. She has an M.S. degree in foods and nutrition from Colorado State University, and did additional graduate work under a graduate assistantship at the University of Wisconsin, working on the bacteriology of frozen foods. While at Colorado State, Miss Marx received scientific scholastic recognition through election to Sigma Xi. She also is a member of the Institute of Food Technologists, the American Dietetic Assn., the American Home Economics Assn. and of Sigma Delta Epsilon.

—BREAD IS THE STAFF OF LIFE—

Officers Reelected

SYRACUSE, N.Y.—Alfred Sieradzki of the Valley Baking Co., Syracuse, has been reelected president of the Central New York Bakers Assn. Also continuing in office are Robert Anderson of Elk Bakery, vice president, and Chester Lubak of National Yeast Corp., secretary. Newly elected treasurer of the group is Philip Adler of Killius Bakery.

Higher First Quarter Earnings Reported By Standard Brands

NEW YORK — Net income of Standard Brands, Inc., for the first three months of 1959 amounted to \$3,996,224, an increase of 4.6% over the first quarter of 1958, Joel S. Mitchell, president, has announced. This was equivalent, after preferred dividend requirements, to \$1.16 a share on 3,285,792 average outstanding shares of common stock. Net

income for the first three months of 1958 was \$3,819,542, or \$1.11 a share on 3,266,107 average outstanding shares.

Net sales totaled \$131,935,752, compared with the record high sales of \$132,705,558 reported for the first quarter of 1958. Lower selling prices in important product lines more than accounted for the decrease in dollar sales, as physical volume, on an overall basis, increased. The figures include all subsidiaries operating in the U.S. and Canada.

Sales of the nonconsolidated foreign subsidiaries, stated in U.S. dol-

lars, were \$6,120,156, and income was \$186,757. Corresponding sales and income for the first three months of 1958 were \$6,388,464 and \$264,797, respectively. The lower sales and income reflect the decline in exchange values of various currencies.

At a meeting of the board of directors, a quarterly dividend of 65¢ a share was declared on the common stock, payable June 15 to stockholders of record May 15. The quarterly dividend of 87½¢ a share on the preferred stock also was declared, payable June 15 to stockholders of record June 1.

HUNTER flour quality is not dependent on the whims of Nature or the course of wheat prices. Our huge storage facilities permit careful selection of the choicest wheats as they are marketed. And they are safely stored to give HUNTER flours a full measure of top baking quality all the year around.

IT PAYS TO BUY FROM HUNTER

The HUNTER MILLING CO.
WELLINGTON, KANSAS

Daily Capacity
5,600 Cwts....

Grain Storage
4,000,000 Bu.

Convention Calendar

May

May 5-7—Virginia Bakers Council, Inc., spring meeting, Williamsburg Lodge, Williamsburg, Va.; sec., Harold K. Wilder, 5 South 12th St., Richmond 19, Va.

May 9-11—Rocky Mountain Bakers Assn., Continental Denver Hotel, Denver, Colo.; sec., Fred Linsenmaier, Box 871, Denver 1, Colo.

May 11-12—Iowa Bakers Assn., Des Moines, Iowa; sec., H. W. Jabusch, Rath Packing Co., Waterloo, Iowa.

May 17-19—Texas Bakers Assn., Baker Hotel, Dallas, Texas; sec., Mrs. Edward Goodman, Texas Bakers Assn., 1134 National Bldg., Dallas 1, Texas.

May 17-23—National Retail Bakers Week; information from: Associated Retail Bakers of America, 735 W. Sheridan Rd., Chicago, Ill.

May 30-June 1—Pennsylvania Bakers Assn., Bedford Springs Hotel, Bedford, Pa.; sec., Theo Staab, 600 N. Third St., Harrisburg, Pa.

June

June 7-9—New York State Association of Manufacturing Retail Bakers, Lido Hotel, Lido Beach, Long Island; chm., Philip Weismantel, Weismantel Bakery, Mineola, Long Island, N.Y.

June 7-9—Bakers Association of the Carolinas, annual convention,

Ocean Forest Hotel, Myrtle Beach, S.C.; sec., Mary Stanley, Lady Mary, Inc., Rockingham, N.C.

June 27-30—New Hampshire - Vermont Bakers Assn., Wentworth Hall, Jackson, N.H.; sec., Earl MacDonald, Woodstock, Vt.

July

July 9-12—Bakery Equipment Manufacturers Assn., annual meeting, the Greenbrier, White Sulphur Springs, W. Va.; sec., Raymond J. Walter, 511 Fifth Ave., New York.

July 26-28—West Virginia Bakers Assn., annual convention, the Greenbrier, White Sulphur Springs, W. Va.; sec., Mrs. Edward R. Johnson, 611 Pennsylvania Ave., Charleston 2, W. Va.

September

Sept. 5-7—Southwest Bakers Assn., annual convention, Western Skies Hotel, Albuquerque, N.M.; sec., R. J. L. Kilgore, 319 S. First St., Albuquerque, N.M.

Sept. 13-15—Southern Bakers Assn., annual production conference, Atlanta Biltmore Hotel, Atlanta, Ga.; pres., Benson L. Skelton, SBA, Inc., 703 Henry Grady Bldg., 26 Cain St. NW., Atlanta 3, Ga.

Sept. 18-22—New Jersey Bakers Board of Trade, Inc., retail bakers convention and exhibition, Shelburne Hotel, Atlantic City, N.J.; sec., Michael Herzog, Standard Brands, Inc., 48

CALENDAR FOR 1959-60											
MAY			JUNE			JULY			AUGUST		
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31											

Clermont Ave., North Brunswick, N.J.

Sept. 20-21—Wisconsin Bakers Assn., Eau Claire Hotel, Eau Claire, Wis.; exec. sec., Fred H. Laufenburg, 6173 Plankinton Bldg., 161 W. Wisconsin Ave., Milwaukee 3, Wis.

Sept. 26-27—Nebraska Bakers Assn., annual meeting, Town House, Omaha, Neb.; sec., Louis F. O'Koniski, 1806 Chicago St., Omaha, Neb.

Sept. 28-30—Missouri Bakers Assn., annual fall meeting, Arrowhead Lodge, Lake of the Ozarks, Mo.; sec., George H. Buford, 2214 Central Ave., Kansas City, Kansas.

October

Oct. 2-4—Virginia Bakers Council, Inc., fall meeting, Natural Bridge Hotel, Natural Bridge, Va.; sec., Harold Fiedler, 20 N. Wacker Drive, Chicago, Ill.

Oct. 16-17—Baking Industry Sanitation Standards Committee, fall meeting, Hotel Sherman, Chicago, Ill.; exec. sec., Raymond J. Walter, 511 Fifth Ave., New York 17, N.Y.

Oct. 17-21—American Bakers Assn., annual meeting and convention, Hotel Sherman, Chicago, Ill.; sec., Harold Fiedler, 20 N. Wacker Drive, Chicago, Ill.

Oct. 18—Bakery Equipment Manufacturers Assn., fall meeting, Hotel Sherman, Chicago, Ill.; exec. sec., Raymond J. Walter, 511 Fifth Ave., New York 17, N.Y.

November

Nov. 2—Connecticut Bakers Assn., fall convention, Hartford, Conn.; sec., Charles Barr, 584 Campbell Ave., West Haven 18, Conn.

Nov. 16-17—New England Bakers Assn., fall convention, Sheraton Plaza Hotel, Boston, Mass.; sec., Mae G. Greechie, 120 Boylston St., Boston 16, Mass.

1960

January

Jan. 9-12—Ohio Bakers Assn., Commodore Perry Hotel, Toledo, Ohio; sec., Clark L. Coffman, Seneca Hotel, Columbus, Ohio.

April

April 24-26—Texas Bakers Assn., Austin Hotel, Austin, Texas; sec., Mrs. Edward Goodman, Texas Bakers Assn., 1134 National Bldg., Dallas 1, Texas.

—BREAD IS THE STAFF OF LIFE—

HONORED ON RETIREMENT

SYRACUSE, N.Y.—H. H. Weber, manager of the Syracuse branch of National Biscuit Co. since 1939, has retired after 32 years with the company. Mr. and Mrs. Weber were tendered a retirement dinner by the Syracuse Nabisco Club.

Bemis Constructing Plastic Bag Plant

ST. LOUIS—Bemis Bro. Bag Co. has announced that it has under construction a 30,000 sq. ft. plastic bag plant at Union City, Cal., south of Oakland, to provide better service of its polyethylene bags and liners to western industry.

The plant will produce a wide range of polyethylene bags, including such patented products as Bemis Fine-Weld and Flip-Close bags, for a number of western industries, including food processing. Plans call for the plant to begin operations about June 30.

James White, superintendent of the Bemis plastic package plant at Terre Haute, Ind., will be production manager at Union City. R. K. Wimer, West Coast plastic bag specialist, has been named sales service manager.

—BREAD IS THE STAFF OF LIFE—

General Baking Net Profit Rises

NEW YORK—George L. Morrison, chairman of the board of General Baking Co., announced that net profit of the company for the 13 weeks ended March 28, 1959 (after federal income taxes of \$532,974), amounted to \$544,951, equal to 24.1¢ a common share after meeting preferred dividend requirements. This compares with net profit for the corresponding period of 1958 (after federal income taxes of \$549,439) of \$539,005, or 23.7¢ a common share.

Michigan Soft Wheat Millers Since 1858

DOWAGIAC MILLING COMPANY

MANUFACTURERS OF FINEST MICHIGAN SOFT WHEAT PIE AND COOKIE FLOURS

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WILKES-BARRE, PA.

Manufacturers of

CORN FLOUR - CORN MEAL

CORN SPECIALTIES

BROKERS & DISTRIBUTORS

WANTED FOR NAPPANEE QUALITY

CORN MEAL

Write NAPPANEE MILLING CO. NAPPANEE, IND.

ACME RYE

A HIGH QUALITY WISCONSIN RYE FLOUR

All Grades

FISHER-FALLGATTER MILLING CO. WAUPACA, WISCONSIN

CAHOKIA FLOUR CO.

ST. LOUIS, MO.

Exceptional Bakery Flours

NO-RISK EX-HI NO-RISK PLA-SAFE

THE ABILENE FLOUR MILLS CO. ABILENE, KANSAS

Capacity 3,700 Cwts. Daily

Grain Storage 2,250,000 Bus.

Centennial MILLS, INC.

1464 N. W. Front Avenue, Portland 8, Oregon

Cable address: Centennial Mills, Inc., Portland, Oregon

- Domestic and Export Millers.
- Experienced in all types of bulk delivery.
- New... complete quality control and baked products laboratory.

- Complete line of fine quality Bakers' Flours.
- Fancy Durum and Winter Wheat Granulars for macaroni industry.



Spokane Mill



Portland Crown Division

MILLS AT: PORTLAND, SPOKANE, MILTON-FREEWATER, WENATCHEE



Harold R. Magnus

APPOINTMENT—Harold R. Magnus has been appointed as director of sanitation for Fuchs Baking Co. of South Miami, Fla., according to an announcement by J. P. Cash, president of the firm. Mr. Magnus comes to the newly-created post after having been with the American Institute of Baking, Chicago, for the past 10 years as entomologist and field sanitarian.

Food Technology Scholarship Open

NEW YORK—Dodge & Oleott, Inc., has announced plans to present a \$1,000 scholarship this year to an outstanding student to do undergraduate work in the fields of food technology, food engineering or food science.

The scholarship will be awarded later this year under the auspices of the Institute of Food Technology. To qualify, an applicant must be a citizen of the U.S. or Canada and must have completed, prior to the effective date of the award, two full years of college work at a recognized educational institution in either the U.S. or Canada.

Candidates will be judged on overall ability, including scholarship, personality, extracurricular activities, social adjustment and character. Judging will be done by a special committee of the institute.

Presentation of a plaque that accompanies the award will be made at a meeting of the Northeast Section, Institute of Food Technologists.

AIB Director Speaks To Production Club

DETROIT—Dr. Robert English, director of education of the American Institute of Baking, Chicago, spoke before the April meeting of the Detroit Bakery Production Men's Club. Dr. English outlined the demands of the baking industry and the allied trades for trained personnel, and stressed the importance of new ideas and the exchange of ideas.

Dr. English explained the various functions of AIB and how it serves the baking industry. He also showed the film, "The AIB Story."

Mel Burns, Red Star Yeast & Products Co., production club program chairman, announced that the May 18 meeting of the club will feature an address on packaging by Rex Paxton, Sutherland Paper Co.

E. J. Hekman Given High Post At United Biscuit

GRAND RAPIDS, MICH.—Edward J. Hekman, president and general manager of Hekman Biscuit Co., has been named executive vice president of United Biscuit Co. of America.

K. F. MacLellan, Sr. of Chicago, president of United Biscuit, said in the company's annual report to stockholders that Mr. Hekman will continue in his posts at Hekman Biscuit, a division of United, in addition

to his new appointment. Mr. Hekman's offices will continue to be in Grand Rapids.

A native of Grand Rapids, Mr. Hekman is the third generation member of his family to head the local firm. His late grandfather, Edsko Hekman, founded the company in 1893 in the kitchen of his home. His son, the late John Hekman, headed the firm until his death in 1951, soon after the company's plant at 310 South Beltline, S.E. was completed.

Edward Hekman has been president and general manager since his father's death.

Utah Retail Bakers Announce Officers

SALT LAKE CITY—New officers of the Utah Retail Bakers Assn. were named at a recent meeting. They include Walter Seiter, Seiter's Bakery, Heber City, president; Clive Grant, ZCMI Bakery, Salt Lake City, vice president, and Arthur Burt, Albertson's Bakery, treasurer. B. L. Bushman, Standard Brands, Inc., was re-named executive secretary. Walter Ross of Ardell's Pastries, Salt Lake City, is immediate past president.

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Each DCA/C&S Man is trained in production, sales, merchandising. "One call covers all" services...and products: Equipment, Mixes, Toppings, Fillings.

Your DCA/C&S Man has these business-building booklets for you. They contain a **NEW** and **TIMELY** program for making and merchandising Sweet Dough. For instance:

TAFFY APPLE COFFEE CAKE. Proven consumer acceptance and taste appeal...priced for popular consumption...perfected production efficiency techniques...packaging ideas...merchandising help...assured profits.

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68 Broadview Ave., Toronto, Canada

CHAPMAN & SMITH COMPANY, INC.
Rolling Pin Square, Melrose Park, Ill.



F. W. STOCK & SONS INC.
Hillsdale, Michigan

Bakery Owner Mixes Political Career With Business, Finds It Challenging

ALBUQUERQUE, N.M. — Does mixing politics with business hurt business?

"Definitely not," declares Ed. V. Mead, vice president of Mead's Bakery, Inc., Albuquerque, lieutenant governor of New Mexico. Mr. Mead made his entrance into the arena of politics and public office this year.

His position as lieutenant governor makes him the presiding officer of the state Senate and, as such, places upon Mr. Mead the responsibility of voting when there is a senatorial tie.

The first vote Mr. Mead was obligated to cast involved one of the most controversial issues to face the 1959 New Mexico legislature, a right-

to-work proposal, and there were predictions that it would have an impact on his private bakery business.

The pros and cons of voluntary unionism had been argued across the state for months and feelings ran high, as in a number of other states. Labor was strongly and vociferously



Ed. V. Mead

ANOTHER valuable ingredient for bakers — Since 1928

BROLITE

BROLITE 1E

is a cultured product made with butter — subjected to fermentation and dehydration.

BROLITE 1A

is a combination of BROLITE 1E (cultured product made with butter) reinforced with other flavoring materials.



Packed in drums of 200#, 100#, 50# and 25# for your convenience



BROLITE 1A and 1E

impart a delicate flavor when used alone—
accentuate the flavor of butter when used
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Lowers ingredient cost.

BROLITE'S trained bakery technicians at your service

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225 Fourth Ave.
New York City 3, N.Y.

621 Minna St.
San Francisco 1, Cal.

2921 S. Haskell Ave.
Dallas 23, Texas

518 First Ave. North
Seattle 9, Wash.

686 Greenwood Avenue, N.E.
Atlanta 6, Ga.

against anything that even remotely resembled a right-to-work law. Business and farm groups, on the other hand, were just as strongly behind the proposal.

The Senate split 16-16. That put Mr. Mead to the test. He voted in favor of taking the issue to the people.

Reaction was immediate. Many labor leaders declared, unofficially, that union people would boycott Mr. Mead's products. Individuals, angered at the lieutenant governor's act, or pleased at his decision, barraged him with letters filled with either vituperative criticism or lavish praise. Most of the critical letters included words such as, "There'll be no more Mead's bread in my home." The other kind did not mention his business interests.

In the end, Mr. Mead declared, his records showed that bread sales were not affected in the least.

It was rather anticlimactic that a short time after all of the furor the attorney general ruled that Mr. Mead's vote was invalid, because the statute covering such proposals before the Senate required that they be approved by "the majority of the elect-

Minnesota Educators Praise Film Strip

MINNEAPOLIS — John J. Ahern, Jr., president of Rap-In-Wax Paper Co. and co-chairman of the Minnesota Bakers Council, reports that the new technicolor filmstrip, "Your Daily Bread," is being unanimously praised by Minnesota educators.

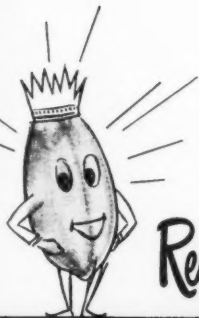
The original mailing offering films to 400 audio-visual coordinators in public schools and colleges pulled 300 inquiries in the first two weeks. Over 2,000 students have seen the film.

Elmer Hoelscher of Standard Brands, Inc., secretary of the council, reported that reactions to the film were highly laudatory. One teacher, who had shown the film three times, wrote "I don't think you can improve upon this excellent film."

The council invites inquiries from other industry groups interested in distributing material such as this film, which is a 40-frame color filmstrip telling the history of bread back to 6,000 B.C., and a step-by-step modern bread-making process.

A printed script with lecture notes comes with the film, which is given free of charge. Mail requests to Elmer Hoelscher, secretary, Minnesota Bakers Council, 61 S.E. Bedford, Minneapolis, Minn.

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NEBRASKA WHEAT

1958 acreage **99.6%** "good to excellent"

Discover for yourself the outstanding baking qualities of Nebraska wheat flour. Try it now.

Nebraska wheat flour has adequate mixing time, proper mixing tolerance, high absorption, better baking performance and improved loaf quality.

Year after year, Nebraska Wheat has been consistently high in quality. Varieties with "good to excellent" milling and baking characteristics constituted 99.6% of Nebraska's 1958 wheat acreage. Strong gluten varieties constituted 64.1% and mellow gluten varieties 35.5%.

Specify Nebraska Wheat in your next flour order.

NOTE—

NEW 27-min. full-color sound film "The Last Wheat Crop" available for free showing on request.

WRITE—

Nebraska Wheat Commission
606 Trust Building
Lincoln 8, Nebraska

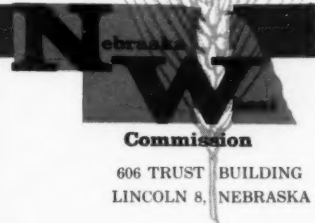
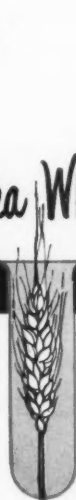
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Please send further information about the milling and baking qualities of Nebraska Wheat.

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LINCOLN, NEBRASKA



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Cooperating with the College of Agriculture

ed members of the Senate." The attorney general opined that, as Mr. Mead was not an elected member of the Senate, his vote was invalid. A bit of legal hair-splitting some thought, but the vote was ruled out and a later attempt was beaten down in the Senate.

"All I succeeded in doing was getting myself disenfranchised," Mr. Mead said wryly. "Actually," he added, "I voted the way my conviction led me. During the campaign I had

declared myself in favor of letting the people decide the issue."

The campaign that Mr. Mead referred to actually was two campaigns in the spring and fall of 1958. He was the victor in a seven-man Democratic primary race—New Mexico has a 3-1 Democratic registration majority. Then in the November head-and-head election, Mr. Mead, the newcomer, had to oppose a man with a name famous in New Mexico and now, thanks to television, well-

known in other parts of the country, Elfege Baca, a descendant of the famed Elfege Baca of frontier fame. Also it is almost tradition in New Mexico that the lieutenant governorship goes to a man of Spanish descent.

Mr. Mead threw himself into both campaigns with characteristic energy and with a combination of political spirit and business advertising know-how, and won both times without much trouble.

Mr. Mead showed during his campaign that he was not afraid to link his business connection with his political life. In fact he capitalized on it, advertising both Mead's Fine Bread and his campaign for office in the same newspaper ads, television and radio commercials and political advertising handouts. He never passed up an opportunity to let people know that he was selling both Mead's Fine Bread and Ed. V. Mead, and that he was proud of both products. It paid dividends on both political and business ends.

Campaign Planning

Throughout his campaign, the bakery executive made it plain that he was running as a businessman to help bring a business atmosphere into the state government. And he was vehement in declaring he believed more businessmen should take time out to serve in public office; that politics should not be the realm of the professional politician alone.

Mr. Mead's most noticeable characteristic in his enthusiasm. When he tackles a job, he does it with the zest of a man interested in his work and expecting to do a good job. He usually does. He has made it a practice to obey four self-imposed laws to bring success:

"First," he says, "make up your mind what you want to do. If you

want to sell cars that's the thing to do. Or maybe your chief desire is to write a book or marry the boss' daughter. Whatever it is, once you have made up your mind, follow through."

The second canon is to work hard. At least 90% of success is due to hard work, he believes.

"My third law is cooperativeness," Mr. Mead says. "You must learn to cooperate with others."

The last commandment that he has set down for himself is persistence. "You just cannot take 'no' for an answer," he declares. "If you really believe in what you're doing, you must stick with it and keep plugging." He cites sales statistics which show that approximately 20% of the nation's total sales personnel make four or more calls on a prospective customer, and these people do about 80% of the sales business, as support for his contention.

When Mr. Mead talks about success, it is from experience. He is now executive vice president of Mead's Bakery, Inc., of which his father, E. P. Mead of Amarillo, Texas, is president. However, the younger Mr. Mead helped the bakery grow into the large concern it now is when he brought the big El Paso and Albuquerque bakeries, which he operated as a separate company until 1956, into the family fold in a merger.

Until 1941 the elder Mead operated bakeries in Abilene, Kansas, and Big Springs, Texas. As the New Mexico lieutenant governor remembers it, "I worked summers and week ends in a bakery from the time I was big enough to keep out of the way."

In 1941, when he was 19 years old and had been married for one year, the younger Mead started the company's No. 3 plant in San Angelo, Texas, on money borrowed from his

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Safeguard the uniform,
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baked foods with Hubbard
bakery flours. Every Hubbard
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MEMPHIS, TENN. • CAPACITY 20,000 CWTs.



MEAD BAKERY—This modern home of Mead's Fine Bread on Coal Ave. in Albuquerque is one of the places where Ed. V. Mead may sometimes be located when he is not actively engaged in governmental affairs as presiding officer of the New Mexico Senate and lieutenant governor of the state. The Mead bakery has become a landmark for those who travel to the Albuquerque airport.

"RUSSELL'S BEST"

"AMERICAN SPECIAL"

Our mill is located in the high protein wheat district of central western Kansas, and secures most of its wheat directly from growers.

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The Flour with the Doubt and Trouble left out

TENNANT & HOYT COMPANY
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Merchant Millers KENT, OHIO, U. S. A.
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We specialize in laboratory controlled production of superior Cake, Pastry and Cracker Flours from carefully selected wheats.

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Oklahoma Flour Mills Co.

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KANSAS CITY 5, MISSOURI
NEW YORK 17, NEW YORK

father. He operated the San Angelo bakery until 1944, when he sold it back to his father for enough money to make a down payment on a much larger wholesale bakery in El Paso. With this bakery and the one in Albuquerque purchased in 1948, Mead's Fine Bread began to become a familiar household word in New Mexico, and Mr. Mead made New Mexico his home, establishing his headquarters in Albuquerque.

Meanwhile, his father also was acquiring various new properties and, in 1956, the father and son joined forces once more to form a company now operating 13 bakeries—3

in Oklahoma, 7 in West Texas and 3 in New Mexico—with over 1,000 employees producing more than 4 million pounds of bread a week.

—BREAD IS THE STAFF OF LIFE—

Campbell Taggart Names Executives

DALLAS—Campbell Taggart Associated Bakeries, Inc., Dallas, has announced the appointments of Robert F. See as executive vice president of the firm and Donald H. Mackaman as vice president.

Mr. See has been with Campbell Taggart since 1936, and was associ-

ated with several of the firm's subsidiaries and the research department prior to assignment to the headquarters' office approximately 10 years ago.

Mr. Mackaman began with the Colonial Baking Co., Des Moines, in 1933, a Campbell Taggart subsidiary, and moved to Dallas in the early 1940's.

—BREAD IS THE STAFF OF LIFE—

CHARTER AMENDED

OKLAHOMA CITY, OKLA.—The Pillsbury Co. has amended its Oklahoma charter to show authorized capital stock of 3 million shares common and 100,000 shares preferred.



William E. Bowman

APPOINTMENT—William E. Bowman has been appointed as executive secretary of the New England Bakers Assn. Mr. Bowman was formerly convention manager in the sales office of the Sheraton-Plaza Hotel, Boston, and prior to that was assistant manager of the Greater Boston Convention Bureau.

Bakers' Cooperative Holds Sales Schools For Supervisors

TEANECK, N. J.—As part of its training program for bakery sales personnel, American Bakers Cooperative, Inc., recently held sales schools in New York, New Orleans and Chicago for supervisors and sales managers. Schools were planned and presented by the cooperative's merchandising department under the chairmanship of Joseph J. Kozak, director.

Each school had a three-day program which covered advertising and point-of-sale and dealer relations in helping bread salesmen sell more baked foods per stop. Other topics covered were sales manager's record system, cost comparisons, supervisor's recordkeeping, distribution costs and distribution tools.

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Always in Market for Flour and Feed

Producers of
DRIED BREWERS' GRAINS

HIGH GLUTEN FLOURS

For Bakers

The Morrison Milling Co.

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Emphatically Independent

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REDUCE
COSTS

FOOD
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STARCH

SUGAR

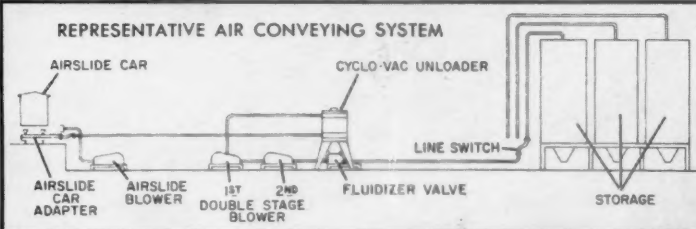
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BENEFITS:

- Significantly lower handling costs for any powdered or granular material. Average savings: \$3.60 to \$6.10 per ton.
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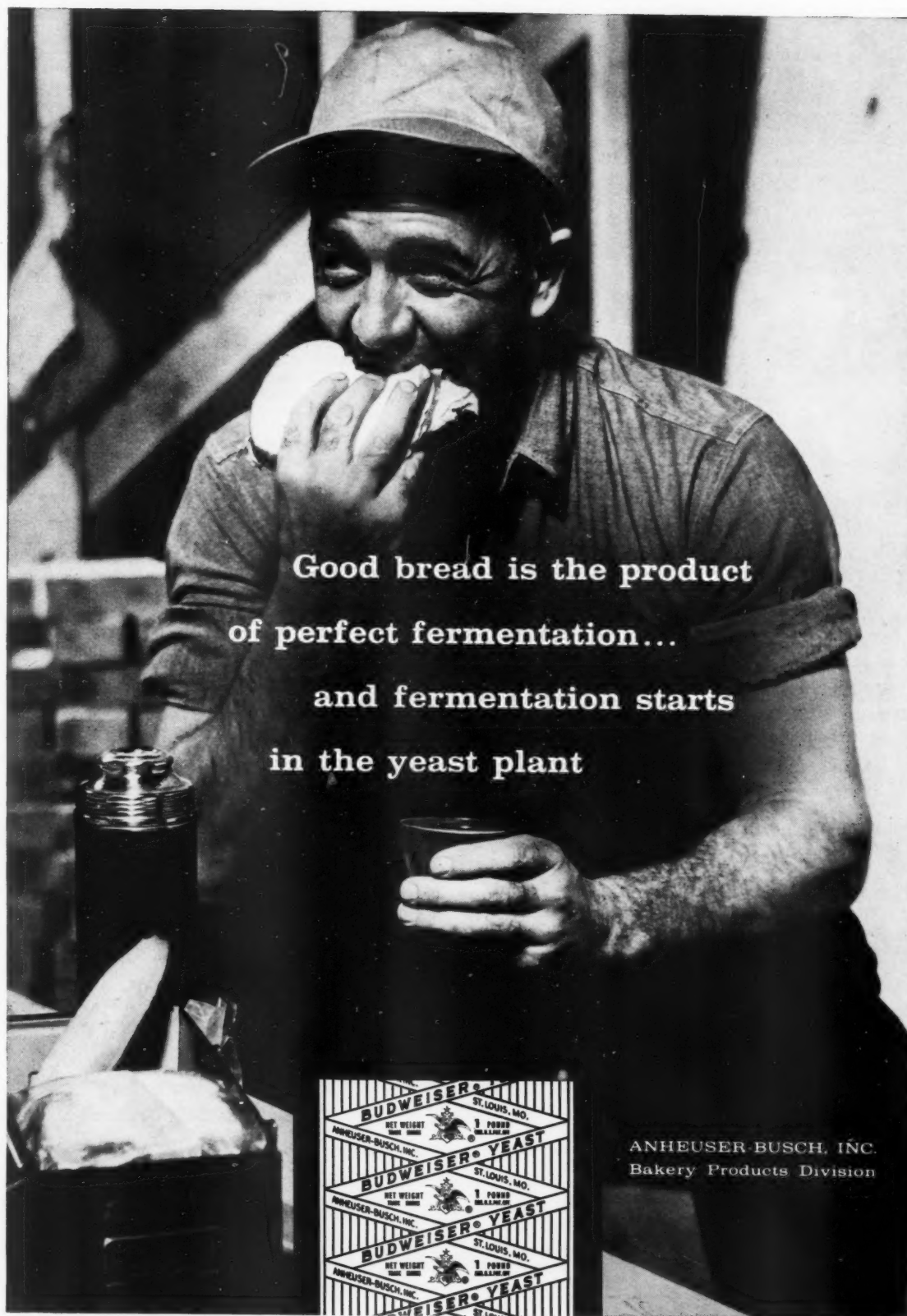
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Hopkins, Minn.
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• Baltimore—Robert Case
• Houston—Cook Baking Service
• Los Angeles—R. E. Schneider & Assoc. (Tustin)

Philadelphia—Joos Equipment Co.
(Eryn Mawr)
Pittsburgh—Control Equipment Dist.
Roanoke—W. R. Mayes Co.

St. Louis—K. W. Rodemich Co.
Seattle—The Temco Co.
Buffalo—Danforth & Cunningham (Orchard Park)
Louisville—E. Diatkar Co. (Jeffersonville)



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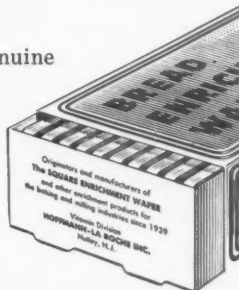
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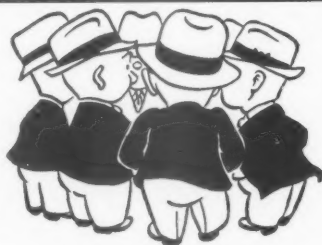
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are guaranteed by Hoffmann-La Roche Inc.
to give you

<p>1. ASSURED POTENCY</p> <p>Enrichment assured when SQUARE wafers are used as directed.</p>	<p>2. QUICK DISINTEGRATION</p> <p>Complete disintegration in agitated water in yeast emulsifier.</p>	<p>3. SUPER-THOROUGH DIFFUSION</p> <p>Flour-fine particles insure even distribution throughout each loaf.</p>	<p>4. FINER, MORE BUOYANT PARTICLES</p> <p>SQUARE wafers give you thousands of particles, longer suspension.</p>	<p>5. CLEAN, EVEN BREAK</p> <p>Wafers break clean into halves and quarters, for odd-sized doughs.</p>
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Look for the name ROCHE—your guarantee on the Wafer with the Warranty. Order from your yeast company salesman today.

VITAMIN DIVISION • **HOFFMANN-LA ROCHE INC.** • NUTLEY 10, NEW JERSEY

J. F. IMBS MILLING CO. ST. LOUIS, MO.
Millers of Hard and Soft Wheat Flour
DAILY CAPACITY 4,200 CWTs. SACKS



TRADE PULSE

● **Joseph A. Morris**, DuQuoin, Ill., has been appointed regional sales manager by Bally Case and Cooler Co., Bally, Pa. The announcement was made by **Leon Prince**, general sales manager. His territory will include the entire state of Missouri, southern Illinois, western Kentucky and the southern part of Tennessee.

● The election of **Leonard B. Weislow** to the board of directors of Chicago Metallic Manufacturing Co. has been announced by **Jerome H. Debs**, president, after the annual directors' meeting. Mr. Weislow has been associated with the company for 29 years. In 1952 he was named vice president, and now heads the bakery division sales organization, with offices in the company's new branch plant in Lake Zurich, Ill. He is a graduate of the American Institute of Baking, a member of the American Society of Bakery Engineers, The Chicago Bakers Club and the Bakers Courtesy Club.



Leonard B. Weislow

● The appointment of **Nat Steadman** as national sales manager of the folding carton division of Mead-Atlanta Paper Co., Atlanta, Ga., has been announced by **Robert M. O'Hara**, general sales manager. Mr. Steadman was formerly southeastern sales manager for one year. He has been with Mead-Atlanta since 1945, and was recently elected vice chairman of the Southern Area Folding Paper Box Association of America.

● The recent appointment of **Douglas R. Hoffer** as market research director of Ward Baking Co. was announced by **James A. Kirkman, Jr.**, vice president of marketing. Mr. Hoffer was formerly market research director of the agricultural division of American Cyanamid Co., New York, and at one time was director of market research for Arnold Bakers at Port Chester, N.Y.

● **Borden Foods Co.** has named two assistant general sales managers, **Gerard C. Fochtman** and **Frank W. Forschner**. Mr. Fochtman was formerly associate sales promotion manager, and has been with the company since 1940. Mr. Forschner has been with Borden Foods industrial sales department since 1951, covering eastern markets.

● Reelection of **J. N. Andrews**, executive vice president of The Ohio Boxboard Co., Rittman, Ohio, as president of the Folding Paper Box Association of America has been announced. A native of Cleveland, Mr.

DIXIE LILY

Plain and Self-Rising

A Flour Without Equal
Anywhere

BUHLER MILLS, INC.

● Mill & Gen. Offices, Buhler, Kansas
● Southern Regional Office, 3387 Poplar Ave., Memphis 11, Tenn.

Super Chief

High Protein Flour

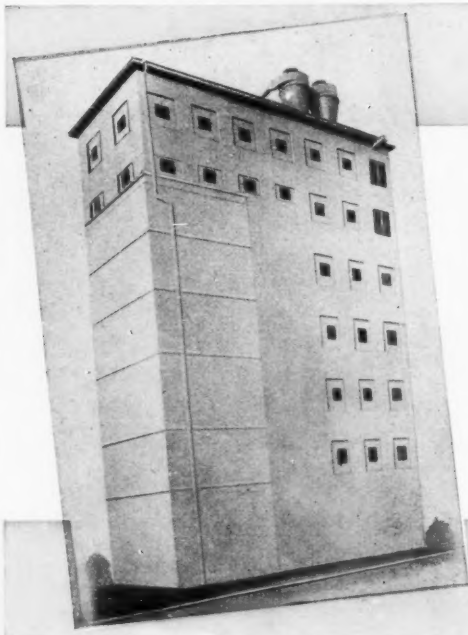
GREEN'S MILLING CO.

Morris, Minn.

TODAY'S MODERN BULK FLOUR MILL

WEBER'S BULK FLOUR PLANT, pictured at the left, is an integral part of today's modern flour mill. The process of converting the milling industry from sacks to bulk requires modern bulk flour storage and handling facilities to replace the old sacked storage warehouse.

THE WEBER FLOUR MILLS CO.
SALINA, KANSAS



HIGHLIGHTS OF FLEISCHMANN'S SERVICES TO BAKERS: THEN AND NOW

One of a Series



1876 . . . the bakers were quick to take him up on his promise

CHARLES FLEISCHMANN caused a mild revolution in 1876, at the Centennial Exposition in Philadelphia. His model bakery turned out crispy, Vienna-style rolls that made more than one fair-goer's mouth water.

But the big surprise of Fleischmann's exhibit was the founder's bold promise: "A practical baker will be sent to give instructions in its (Fleischmann's Yeast) use, when necessary." Bakers were quick to take him up on his promise. Thus, 83 years ago, our production service department was born. It was the first "service" offer ever made to the baking industry.

Today, our production service lives up to Fleischmann's original promise: *for it is available to every baker who bakes a loaf of bread.* To make this service possible, we have the largest staff of bakery production men in the industry. These men, born to the baking business, have been especially trained by Fleischmann's to meet every conceivable bakery problem.

Nor is Fleischmann's production service a once-in-a-while, traveling circuit set-up. There is a bakery consultant or a bakery production representative in every Fleischmann district. This phase of Fleischmann's service will be available as long as there's a baker who needs it.



Fleischmann's Yeast

MEASURE YOUR YEAST BY THE SERVICE YOU GET

Andrews is a graduate of Wittenburg College, Springfield, Ohio. He entered the employ of Ohio Boxboard in 1936 as a salesman, became general sales manager in 1948, and was elected executive vice president in 1956.

● Gopher Grinders, Inc., Anoka, Minn., has appointed **James McLaughlin**, Northfield, Ill., as special representative in Indiana, Illinois, parts of Wisconsin, Kentucky and Missouri. Gopher Grinders also has

appointed **Jay Coughy**, Bethel Park, Pa., as special representative in western Pennsylvania and western New York.

● Tote System, Inc. of Beatrice, Neb., has named **William Ryan** of Modern Materials Handling Co., St. Louis, as manufacturers' representative for Tote's complete line of materials handling equipment.

● **Robert Starwich**, a native of the Pacific Northwest, has joined the

staff of Honl Manufacturing Co. of Portland. Recently employed in Honolulu as superintendent of a large bakery concern, Mr. Starwich has had 20 years' experience in similar operation on the mainland. He will serve as special representative for Honl on the West Coast.



Glyn H. Evans

Frank T. Dunn

● Hachmeister-Inc., has announced two appointments. **Frank T. Dunn**, associated with the firm since 1947 as a sales and service representative, was recently appointed New York office manager. Mr. Dunn has spent his entire career in all phases of bakery production, and will serve in the area of metropolitan New York, Connecticut and New Jersey. **Glyn H. Evans**, a graduate of New York University and Hofstra College, was recently appointed as Hachmeister sales and service representative for Illinois, Wisconsin, Minnesota and Iowa, handling bread and cake emulsifiers, prepared mixes, pan oils, yeast foods and fungal enzymes. Mr. Evans has had a number of years of experience in the baking field. His appointment was announced by **A. W. Remensnyder**, company vice president and treasurer.

● **Sterling Dale** has been appointed assistant frozen foods sales manager for the Kitchens of Sara Lee, Inc., Chicago, it was announced by **Mandall Kaplan**, vice president in charge

of sales. A native of Toledo, Ohio, Mr. Dale was formerly associated with Armour & Co. as product sales manager. He attended Centenary College in Shreveport, La., and Memphis State College, Memphis, Tenn.

—BREAD IS THE STAFF OF LIFE—

Rap-In-Wax Reports New Sales Record

MINNEAPOLIS — Rap-In-Wax Paper Co. sales rose again in 1958, the second successive record-breaking year in the firm's 32-year history, according to **J. J. Ahern, Jr.**, president, and **P. M. Grieve**, executive vice president.

Rotogravure printed foil labels, butter and oleo wraps, foil bread packaging and government materials paced the sales advances, Mr. Grieve reported. The new record was exclusive of sales gains added by the acquisition of U.S. Packaging Corp., Paterson, N.J., late in 1958. Rap-In-Wax purchased U.S. Packaging to increase its capacity in polyethylene coated film packaging, and plans another acquisition sometime this year to further increase production and diversify its product line.

LINDSEY-ROBINSON & CO., Inc.
ROANOKE, VA.

Quality Soft Wheat Flours
for 75 Years

RUNCIMAN MILLING CO.
Successors to JONATHAN HALE & SONS, Inc.
MANUFACTURERS OF FINEST
MICHIGAN SOFT WHEAT FLOURS
Plain and Self-Rising
IONIA, MICH. PHONE 65
Since 1856

SPRING WHEAT FLOURS

RED WING SPECIAL BIXOTA

CREAM of WEST

PRODUCE BREADS WITH TASTE APPEAL

THE RED WING MILLING CO.

RED WING, MINNESOTA

Wheat Washed with Our Own Artesian Well Water.
Flour Tested and Baked in Our Own Laboratory.

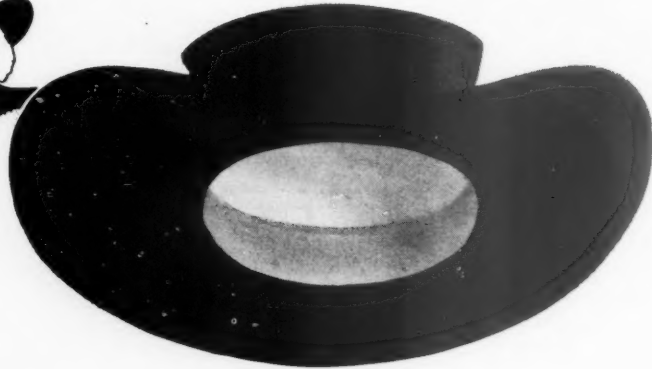
All Grades

RYE FLOUR

1000 cwts. Flour—250 cwts. Meal

GLOBE MILLING COMPANY

WATERTOWN, WISCONSIN



KEEP THIS UNDER YOUR HAT:

QUAKER BAKERS FLOUR is specially designed for the specific needs of the modern baker. Costing no more than ordinary flours, this highest-quality short-patent flour has the versatility to create superior results in every bakery item you produce.

Call . . . Write . . . or Wire to:

The Quaker Oats Company
Chicago, U.S.A.

Mills at Cedar Rapids, Iowa • St. Joseph, Mo. • Sherman, Texas
and Los Angeles, California



Ring the Baker's Doorbell

Mr. and Mrs. Jack Renison, owners and operators of the Crispie Creme Donut Shop, 1546 Gallia St., Portsmouth, Ohio, have announced plans for a new building to be constructed at Gallia and Waller Sts. The new structure will be 25 ft. by 60 ft., air conditioned, with liberal use of plate glass and a parking area at the rear.

Darrel Marzolf, Owatonna, Minn., has been promoted to branch manager of the Owatonna-Faribault-Austin-Albert Lea, Minn., area of Continental Baking Co., according to Elmer Glass, southern Minnesota manager. Mr. Marzolf has been a salesman for the Rochester Bread Co., which was purchased by Continental last December.

A change in operations at the Curtis St. store of Baur's of Denver (Colo.), has resulted in moving of the bakery goods department to new Baur's facilities at Glenarm Place and 16th St. in the Cherry Creek Shopping Center. The Curtis St. store will be operated almost exclusively as a restaurant.

Stevens Naborhood Bakery, 609 E. 21st So., Salt Lake City, was recently rebuilt, according to the owner, A. Grant Stevens. The old building was razed and a new 40 ft. by 60 ft. structure was built.

Merle C. Deuschle, formerly manager of the Omar Bakery branch at Ironton, Ohio, has been promoted to assistant sales manager for the firm in Columbus, Ohio. Erwin Nuetzel, sales supervisor in Columbus since 1948, has been moved up to management of the Ironton branch.

Spaulding Bakeries, Inc., has shut down its baking operation in Elmira, N.Y. Rexford W. Titus, Jr., Spaulding's president, said in Binghamton that the firm will ship bread to Elmira from plants in Binghamton, Middletown and Hazleton, Pa. The consolidation resulted in loss of employment for about 30 Elmirans, according to Benjamin Corwin, Elmira plant manager.

Irene and Forest Foster recently celebrated taking over the New Sharon (Iowa) Bakery with a grand opening.

Dunkin Donuts, Inc., has opened its first Atlanta, Ga., unit in the Broadview Shopping Center. Leo M. Moulson and H. R. Randall are the operators.

Harold Nichols, Winona, Minn., has been appointed as sales manager for Continental Baking in the Winona-LaCrosse, Wis., area. Mr. Nichols was previously employed by the Gladness Cake Co. and the Rochester Bread Co.

A new \$350,000 bakery to supply King Sooper stores in Colorado will be opened by mid-July at W. Fourth Ave. and Yuma St., Denver. The bakery will cover 26,000 sq. ft. and will be constructed of brick and tile.

The Red Owl Bakery, 215 E. Excelsior Ave., Hopkins, Minn., will be expanded this spring at a cost of approximately \$90,000. The building will

A PAGE FROM THE HISTORY OF BREAD MAKING

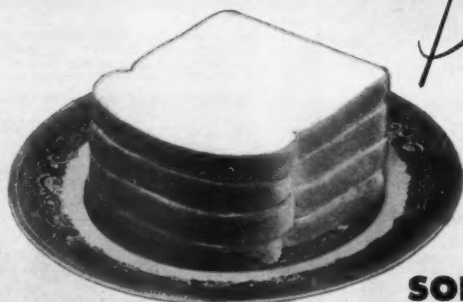


FROM AN OLD
FRENCH WOODCUT

Baking

has come a long way
to achieve today's

Preferred
WHITE BREAD



made with **Wytase**
REG. U. S. PAT. OFF.
DOUGH WHITENER

SOFTER • WHITER • BETTER FLAVOR

J. R. SHORT MILLING COMPANY, 20 North Wacker Drive, Chicago 6, Illinois

Lyon & Greenleaf Co., Inc.

MILLERS OF
High Grade Soft Winter Wheat Flour
Plain and Selfrising
LIGONIER, IND.

DAVID HARUM BAKERS FLOUR

From Nebraska's
Choice Winter Wheat
LEXINGTON MILL & ELEV. CO.
LEXINGTON, NEBRASKA

Moore - Lowry Flour Mills, Inc.

Kansas City, Mo.
PRECISION-MILLED FLOURS

You can make better bread with
SUNNY KANSAS Flour

WICHITA
Flour Mills, Inc.
WICHITA, KANSAS

be designed to provide eventual construction of an upper story.

Sale of the City Bakery at **De Smet, S.D.**, to a former employee, Janis Silins, has been reported by the former owner, Henry Gutormson. Mr. Silins was employed at the City Bakery several years ago, shortly after his arrival from Europe.

The Peerless Bakery, **Salem, Ore.**, has been sold by Mr. and Mrs. Kenneth Stensland to Mr. and Mrs. Leonard Gottfried.

C. F. Kimberling, Oklahoma gro-

cer, will construct a complete bakery this year as part of a 16,900 sq. ft. supermarket planned for the new Coronado Square shopping center in **Oklahoma City**.

The House of Desserts has opened a new store in the Panorama Plaza, **Rochester, N.Y.**, featuring baked foods.

Multiple retail bakeries recently franchised as exclusive bakers of Sunrich Bread for the Kellogg Co. and Specialty Bakers Services, Inc., are: Egekvist Bakeries, **Minneapolis**; Roselyn Bakeries, Inc., **Indianapolis**;

Ebinger Baking Co., **Brooklyn**, and Atlas Baking Co., **Richmond, Va.**

Durham's Tasty Pastry Shop, **Mason City, Iowa**, has been sold to Cox's Baking Co. of Grand Forks, N.D., but will continue to be operated under the same name.

George W. Fooshe, a veteran of 32 years in the baking industry, has opened a brokerage firm at 154 E. Erie St., **Chicago**. Mr. Fooshe will handle accounts at both the local and national levels, specializing in food products and related lines for bakers, including biscuit and cracker manufacturers. He will also offer a line of sanitation products to the baking industry.

Clyde LaRock, owner of the Ne-gaunee Home Bakery in **Ishpeming, Mich.**, has opened a new retail outlet, the Donut Shop, at 217 S. Main St.

Patten Bakery, 1227 Rood Ave., **Grand Junction, Colo.**, has been issued a business license, with Carol N. Patten as owner.

Hancock Enterprise, Inc., 1375 Krameria St., **Denver**, has been incorporated, listing \$49,000 capitalization, to engage in the manufacture, distribution and sale of bakery products, food products, confectionery and dairy products, by Richard D. and Barbara J. Hancock and Marguerite G. Cochran. Directors are the same.

Robert L. Jaison has been granted a license to do business as Anri's Bakery Delivery at 734½ Bowen, **Longmont, Colo.**

Schusters, Inc., 115 East Abriendo, **Pueblo, Colo.**, has been incorporated to buy, sell and deal in pastries, breads, cakes, pies and confectioneries, by Ivan C. Olene and Jack H. Schuster. Directors are the same and David V. Bay.

Small Business Administration loans have been issued to the following: Bryan Bakecraft Co., **Montgomery, Ala.**, \$8,000; N & M Bakeries, Inc., **Dover, N.H.**, \$175,000; Hipolito Perez Feliciano, Mayaguez, **Puerto Rico**, \$14,000.

—BREAD IS THE STAFF OF LIFE—

SAFETY WINNER

NIAGARA FALLS, N. Y.—The Shredded Wheat bakery of National Biscuit Co. in Niagara Falls was among the top industrial winners in the annual statewide accident prevention contest sponsored by Associated Industries of New York State. The plant worked 218,096 man hours without an accident.

Pennsylvania Bakers Announce Chairmen Of Mid-Year Outing

HARRISBURG, PA.—R. F. Dunkelberger, president of the Pennsylvania Bakers Assn., has appointed committee chairmen for the association's annual mid-year convention to be held May 30-June 1 at the Bedford Springs Hotel, Bedford. Dates for the convention were considered by the board of directors some months ago, and there was general agreement that the period covering the Memorial Day holiday would be ideal.

Timely programming is being planned, including a business session and various sports activities and social functions.

John R. Dwyer, Firch Baking Co., Erie, Pa., was appointed to serve as chairman of the golf committee, with F. B. Coffman, the Paniplus Co., Pittsburgh, as co-chairman. J. D. Williamson, president, Duquesne Baking Co., Pittsburgh, is chairman of the trap shooting committee, with Harold Muller-Thym, Muller-Thym Co., Perryville, Md., as co-chairman. The evening programs will be planned by Phil Wohlfarth, Jr., Wohlfarth's Bakery, Pittsburgh; Ralph M. Chantler, Chantler Baking Co., and J. W. Williamson, Duquesne Baking Co.

Mr. Dunkelberger also announced appointment of the general program committee for the golden anniversary convention of the association which will be held Jan. 24, 25 and 26, 1960, at the Penn-Harris Hotel in Harrisburg. J. Bernard Schmidt, newly elected vice president of the association, will be chairman and is already planning a program commemorating the founding of the organization, which held its first convention in December, 1909.

Evans Milling Co., Inc.

INDIANAPOLIS, IND., U. S. A.

Manufacture Kiln-Dried
DEGERMINATED CORN PRODUCTS
Capacity, 16,000 Bushels

Wisconsin Rye Flour

We Specialize in Dark Varieties

FRANK JAEGER MILLING CO.
DANVILLE P. O. Astico WISCONSIN

"DIAMOND D"

A High Grade Bakers' Spring Patent
Milled Under Laboratory Control
from Montana Spring Wheat

Sheridan Flouring Mills, Inc.
SHERIDAN, WYOMING

LOCATED BEST IN THE ENTIRE MIDWEST!

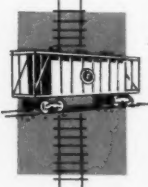


The BEARDSTOWN
MILLS CO.



Shipments from the Beardstown Mills to you are faster because they have fewer terminals — fewer congested gateways through which to pass. You benefit in savings of time and money!

LOCATED BEST FOR SPEEDY SHIPMENTS, TOO!



Located ideally to receive wheat from all three major wheat producing areas, The Beardstown Mills can select from districts producing the finest wheat suitable for milling the very best flour!

QUALITY CONTROL IS THE WATCHWORD

... throughout every step of the milling operation!



the Beardstown Mills Co.

BEARDSTOWN, ILLINOIS

Producers of Spring, Hard and Soft Wheat Flours since 1875

Our brands have become identified with quality the world over. . . . Extensive experience with top-quality wheats from Montana, Idaho, Washington and Oregon milled in the largest flour mill on the West Coast means flours of consistent uniformity and highest quality.

ORIGINATORS OF THE EFFICIENT AND ECONOMICAL BULK-PAK FLOUR BIN

FISHER FLOURING MILLS CO., Seattle, U.S.A.

Domestic and Export Millers
CLIFF H. MORRIS & CO.
Eastern Representative
82 Beaver Street, New York City

Fisher's



Every baker wants uniform flour...Atkinson delivers it!

Don't take less than you can get from
ATKINSON MILLING COMPANY MINNEAPOLIS

*Reg. U. S. Pat. Off.



Bakery Merchandising

Small Spokane Shop Packs in Patrons, Profits with Well Trained Sales Force

The volume of sales and the customer count at the Lutz Bakery in Spokane, Wash., moved up steadily right through last year's recession. At almost any time of the day, there is a steady flow of customers through the door of this small bakery which, in 1958 with only 400 sq. ft. of selling area, did a \$117,000 volume of business.

At peak periods it is sometimes difficult for customers to squeeze into the store. However, there is no complaint because customers believe they will be served promptly and courteously, and what is more important, the products they buy will be good to look at and excellent to eat.

Thomas Garside bought the Lutz bakery in downtown Spokane in 1952, after two years experience in another location. There were several other bakeries close to the Lutz store as competition, but Mr. Garside thought he knew what the public wanted and how to produce it.

Things went well, but in studying annual reports, Mr. Garside realized that the increasing costs of production were eating away slowly at the margin of profit. With every increase in labor costs and the price of supplies, the net profit became smaller. Mr. Garside and his attractive wife, Pearl, who manages the selling area, listed these possible ways of increasing profit:

1. Increase prices.
2. Cut labor costs by eliminating an employee.
3. Cut the size of some finished products.
4. Increase volume by a big promotional campaign.
5. Buy cheaper ingredients—substitute wherever possible.

List Tried

They tried No. 1 on the list first. Some rolls which had been selling for 5¢ each were raised to 6¢. Customer reaction was a refusal to buy rolls that had been 5¢ for several years, and they would not pay more.

Finally Mrs. Garside hit on a solution which seemed to satisfy most customers. She changed the names and sometimes the shapes of rolls.

For instance, orange rolls were one of their most popular items. She added a simple glaze to the rolls, renamed them orange glaze rolls, and priced them at 6¢. If customers asked for orange rolls, they were told (by a smiling Mrs. Garside) that the extra rich and delicious orange glaze rolls had replaced the old fashioned orange rolls, and complaints about the price increase were few.

Several completely new items were brought out and priced to achieve a fair profit. However, most of the standard large volume items could not be changed, nor could prices be raised enough to make an appreciable difference in profit, without a corresponding decrease in volume.

Second on the list was the elimination of an employee. This was out of the question. Mr. Garside's working hours were so long there was no possibility of his taking over the extra work. In the sales area, the four regular employees under Mrs. Garside's direction had few idle moments. When trade slackened, the girls took partially empty trays from the show cases and replaced them with full trays of fresh, neatly stacked products; straightened the bread displays in the back bar, and added new loaves. There could be no cutting of the sales force. In fact, they hired a high school girl to work after school and on Saturdays. With such a very small selling space, it was essential that customers be served quickly and moved out.

Another Possibility

The third possible way of increasing profit was to cut the size of some items and keep the price the same. This was not practical in most instances because pans were standard size and, where size could be made smaller, customers would be quick to detect the change and resent it.

An attempt to increase volume by a big promotional campaign was given serious consideration but, again, was not practical because there actually was not enough room in the store to serve a large increase in the number of customers. Making an all out effort to sell each customer more products was a more expedient way to increase volume. Mrs. Garside

worked carefully and patiently training each girl in the technique of stimulating impulse buying and of keeping display shelves and cases full of neatly arranged merchandise. Her example was an inspiration to those who worked with her, and sales volume increased.

The Garsides never gave serious consideration to number five on their list—cutting the quality of ingredients.

By exercising ingenuity in bringing out new products, by changing old ones enough so prices could be raised with little protest; by displaying \$650 worth of tempting attractive baked foods in a small space; by making every effort to sell several items to each customer, and by keeping quality at a very high standard, the Lutz Bakery has maintained a fair net profit in spite of rising costs of production.

—BREAD IS THE STAFF OF LIFE—

Private Label Bread Taking Ever Larger Share of Market

Private brands of bread and other baked foods produced by chain grocery stores have long been a competitive sales problem for both large and small wholesale bakers. Judging from available statistics, this situation is steadily becoming more serious.

In fact, private labeled white bread now represents 66.7% of the total bread market, according to a survey recently completed by Lippincott & Margulies, Inc., industrial designer. This percentage is even higher in some other basic foods.

One of the chief advantages enjoyed by private-labeled bakery foods is that their producers, usually chain grocery stores, can and do give these products the best shelf position available. This ties in most effectively with impulse buying, which is said to represent approximately 60% of total sales in supermarkets and other chain outlets. Incidentally, this type of buying results in lower sales costs, and, consequently, cheaper prices.

Advertising naturally has a prominent place in combating this situation for wholesale bakers. However, particular attention must be paid to the type of copy used, and in this connection Walter P. Margulies recently commented:

"We have to impress on the shopper's mind indelibly the picture of the product she wants, so that even seeing a competing brand on the shelf will not deter her. For that reason we feel that advertising must deal more with the package she is to look for."

The fight for good shelf position by wholesale bakers is an old one. It has brought some of its own evils with it, such as overloading shelves, resulting in a high rate of stale returns. If the proper type of advertising copy can better this situation, then too much attention cannot be paid to it by wholesale bakers, in the opinion of Mr. Margulies.

—BREAD IS THE STAFF OF LIFE—

NEW APPOINTMENT

MINNEAPOLIS—The selection of Pierce Thompson and Associates, Minneapolis public relations firm, to direct publicity and public relations for Roydon Manufacturing Co., Stillwater, Minn., has been announced. The communications company, according to Peter J. Dielenths, Roydon president, will be responsible, among other duties, for the planning and execution of a concentrated public relations and publicity program in support of the nation's retail baking industry.



LOOK UP—Created to celebrate the birthday anniversary of the Bon Marche department store and the Northgate Shopping Center in Seattle, this cake reached almost to the ceiling. It was 15 ft. in height and weighed 540 lb. as it came out of the Bon Marche bakery managed by LeRoy Miller. The cake, for the 9th anniversary of the shopping center, was sliced and pieces were presented to shoppers invited in to sample it, along with other Northgate store managers who also shared birthday cakes with their customers. Mrs. Laura Siese decorated the cake with different colors of apple blossoms, purple pansies, yellow daffodils and leaves, decorating each layer to give her impression of a spring garden. Each of the 15 tiers was supported on wooden pedestals which were removed one at a time during the cutting.

Flour Distributors At Chicago Choose Convention Delegates

CHICAGO—Delegates to the National Association of Flour Distributors convention at Atlantic City, N.J., May 22-25 from the Chicago Association of Flour Distributors will be Robert F. Schoedler, Vanderbilt Flour Co.; Ward Miller, Sheridan Flouring Mills, and Melvin D. Craft, Eckhart Milling Co.

These delegates were chosen at a recent meeting of the Chicago group in the Furniture Club, where 23 members enjoyed a steak dinner following a social period.

The members voted to discontinue the annual Christmas party in 1959 and elected instead to have a Valentine's Day party Feb. 18, 1960. Plans for the previously announced golf outing May 21 at River Forest Country Club were discussed and the golf committee was authorized to proceed with obtaining prizes.

—BREAD IS THE STAFF OF LIFE—

JOINS COOPERATIVE

TEANECK, N. J.—P. F. Petersen Baking Co., Omaha, has become a member of American Bakers Cooperative, Inc., it was announced by John E. Lange, general manager of the cooperative.



BAKERY STREAMER—Incorporating the appetite appeal of strawberry shortcake and a nostalgic reminder of farm-fresh strawberries is this full-color bakery display streamer from International Milling Co. This streamer, like the recent one on hot cross buns, is 22 in. long and 8½ in. deep. It is equally adaptable for use on bakery walls, windows and counters, and is available in time for the fresh strawberry season. These colorful streamers are free from any International representative, or by writing to International Milling Co., 1200 Investors Building, Minneapolis 2, Minn.

Kansas Wheat Improvement Association:**Producers, Millers, Bakers
Plan Wichita Field Day Event**

MANHATTAN, KANSAS—Changes in the format, timing and location of the annual field day sponsored by the Kansas Wheat Improvement Assn., and the miller-baker dinner preceding it, are expected to increase attendance and to bring the milling and baking industries completely up-to-date with wheat developments, legislative and otherwise.

Final arrangements for the events have been announced by Earl F. Cross, Colorado Milling and Elevator Co., Denver, and Charles W. Pence, Manhattan, chairman and president, respectively, of the association. Inventions have been sent.

Major changes for this year's events are that the dinner and field day will be held in Wichita, instead of in Kansas City and Manhattan, and they will be held one day earlier in the week. This will enable bakers attending from the east to return home before the weekend.

Speakers Listed

Several high powered speakers will appear on the programs. They include Clarence Miller, assistant secretary of agriculture; Clifford R. Hope, president of the Great Plains Wheat Market Development Assn., Garden City, Kansas; C. L. Mast, Jr., vice president of the Millers National Federation, Chicago; Dr. Glenn Beck, director of Kansas Experiment Stations; Dr. John A. Shellenberger, head of the department of flour and feed milling industries, Kansas State University, and Barney C. McCoy, manager of the buying department for Ralston Purina Co., Kansas City.

A special chartered Braniff Airways flight will leave Kansas City at 12:30 p.m. Wednesday May 20, arriving at Wichita about one hour later. Lunch will be served en route.

During Wednesday afternoon, a hospitality headquarters suite, sponsored by miller-members of the association will be open in the Allis Hotel for all bakers, wheat producers, millers, railroad men and others interested in wheat improvement problems.

Millers of the association will also be hosts for a social hour from 6 to 7 p.m. which will precede the miller-baker dinner in the Allis Hotel open only to those with invitations. Mr. Miller will give the principal address, speaking on "Wheat and its problems."

Field Day Plans

The field day will begin at 8:30 a.m., May 21, with a baker-miller breakfast. "Wheat improvement in Kansas" will be discussed by Mr. Pence. Dr. Beck will talk on "Wheat research" and Dr. Shellenberger will tell about the new pilot flour mill being built at Kansas State University. "The answer and purposes of the Great Plains Wheat Market Development Assn." will be the topic of Mr. Hope. Mr. Mast will present a report from the flour milling industry.

"The trends in market values of millfeeds and other feedstuffs" will be examined by Mr. McCoy prior to a report on the 1959 wheat crop by Mr. Pence.

A tour of commercial wheat fields in nearby Sedgwick County will begin at 11:30. Air conditioned buses will be provided. Lunch will be served in a small town during the tour.

The chartered airline flight will leave from Wichita at around 6:30 p.m., arriving in Kansas City at 7:30.

Hotel reservations should be made directly with the Allis Hotel, Mr. Cross said.



Tom S. Boyd

**Commander-Larabee
Flour Sales Manager,
Tom S. Boyd, Dies**

MINNEAPOLIS—Tom S. Boyd, 45, Minneapolis, a flour sales manager for the Commander-Larabee division of Archer-Daniels-Midland Co., died of a heart ailment recently in Northwestern Hospital, Minneapolis.

Mr. Boyd joined ADM's flour sales force in Kansas City in 1952. He formerly was sales manager of Walnut Creek Milling Co. at Great Bend, Kansas, and before that had been in public relations and personnel work in St. Louis and Wichita, Kansas. He was a native of Ardmore, Okla., and had attended the University of Oklahoma.

A year ago Mr. Boyd was transferred to Commander-Larabee's general offices in Minneapolis.

Mr. Boyd joined the Walnut Creek Milling Co. in 1948. He was named sales manager of the firm in 1951 and vice president and general sales manager in 1952. After joining Commander-Larabee, he was named sales manager of the grocery products department at Kansas City in 1953.

Survivors include his wife, Virginia, and two sons, Robert and William.

—BREAD IS THE STAFF OF LIFE—

**Red Star Promotes
3 Sales Executives**

MILWAUKEE—Promotion of three sales executives to new regional and divisional responsibilities at Red Star Yeast & Products Co., Milwaukee, is announced by R. J. Skeffington, manager of the bakery products sales division.

J. J. Mussman, who has been with Red Star since 1927, is appointed manager of the eastern region with headquarters in Pittsburgh, Pa. He formerly was eastern division manager.

New manager of the central division in Chicago is Raymond F. J. Maloney, who joined Red Star in March this year. Associated for the past 18 years with Ekco Engineering Co. and its affiliates, Mr. Maloney most recently has been assistant to the vice president in charge of Ekco Products Co. bakery sales.

Harold E. McGaha has been moved from area manager at Kansas City to Dallas where he now is assistant manager of the south central division for bakery products sales.



Bulah
Sweet Cream
Very Best
Masterpiece
Encore
Choice of Minnesota
Belmont Stamina



"A World of Quality
and Service"

**W. J. JENNISON
COMPANY**

OFFICES: 576 Grain Exchange Bldg.
Minneapolis 15, Minnesota
Telephone: FE 2-8637

Mills at: Appleton, Minn.



NEW DESIGN—This is the new corporate design, the "Split T" for Tip-Top, designed by Jim Nash Associates, Inc., New York, for Ward Baking Co. The new symbol, to be used on all Ward advertising, is pictured here as a point-of-sale display. Tip-Top's shelf drapes and hanging banners are sent to all stores featuring Tip-Top products, and are used to tie in with new products, mass displays and seasonal promotions.

**Crown Zellerbach
Looks for Higher
Earnings in 1959**

SAN FRANCISCO—Crown Zellerbach Corp. share owners were advised at their recent annual meeting that earnings for 1959 may run from 10 to 15% ahead of last year. A. B. Layton, president, said there is every reason to believe that the favorable business pattern of the first quarter might continue throughout 1959.

While anticipating better earnings for 1959 than in 1958, Mr. Layton said that such earnings would still be at a lower rate than in 1955 and 1956. The main reason for this, he explained, is the intensive competition brought about by excess capacity in the industry during a period of economic recession.

"There have been no material changes in the price levels of paper, paperboard and converted products during the past two years—a period during which we have had to absorb continuing increases in labor and practically all other cost factors in our production and distribution process," explained Mr. Layton.

Mr. Layton reviewed earnings and operational results for 1959's first quarter. Crown Zellerbach's sales were \$120,758,000, or 11% above the first quarter of 1958. Net income of \$8,311,000 was 28% ahead of last year.

Formulas for Profit

Be Prepared

Bake Rolls and Buns for Warm Weather Profits

APPLE CHEESE ROLLS

Mix together:

1 lb. 8 oz. sugar (sucrose or dextrose)

12 oz. milk solids (non fat)

5½ oz. salt

1 lb. 8 oz. shortening

Add gradually:

8 oz. egg yolks

Mix together and add:

14 oz. yeast

8 lb. water (variable)

Then mix together and mix until nearly smooth:

17 lb. bread flour

1 lb. 12 oz. dehydrated cheese

Then add:

5 lb. chopped, cooked apples

Dough temperature 80° F. Punch in about 1 hr. 45 min. To the bench 30 min. later. Scale into pieces, weighing 2 lb. 6 oz. and round up. Allow to rest for about 15 to 20 min. and then run through a bun divider.

Then make up into variety of luncheon dinner rolls. Place on well greased pans and allow to proof. Bake at about 390° F.

Note: Do not overcook the apples. Have them slightly firm and drain well. Use the drained liquid in the dough.

If desired, the amount of cheese used may be varied to suit individual taste.

FRENCH DINNER ROLLS

6 lb. pastry flour

14 lb. bread flour

12 lb. water (variable)

8 oz. salt

6 oz. sugar (sucrose or dextrose)

4 oz. shortening

14 oz. yeast

9 oz. malt

Dough temperature 78° F.

First punch approximately 50 min.

Second punch 30 min. Take to the bench 30 min. later.

Scale into pieces weighing about 4½ lb. and round up. Allow to rest for about 15 min. and press off into 36 pieces in a bun divider. Round up and give about half proof. Then make up into desired shapes and place on proofing peels.

Proof and then bake at about 420° F. Use plenty of steam.

RYE DINNER ROLLS

21 lb. bread flour

4 lb. white rye

14 lb. water (variable)

5 oz. salt

1 lb. 2 oz. yeast

1 lb. 4 oz. milk solids (non fat)

3 lb. sugar (sucrose or dextrose)

3 lb. shortening

4 oz. malt

Dough temperature 80-81° F.

First punch, approximately 1 hr. 20 min.

Second punch 30 min.

To the bench 10 min.

Scale and make into various bun and soft roll shapes.

Procedure:

Mix together sugar, salt, malt and milk solids. Dissolve the yeast in part of the water. Add the balance of the water to the mixed ingredients and then add the flour. When partially

mixed, add the yeast solution. When the dough is about ¾ mixed, add the shortening and mix until the dough is smooth.

FRENCH BRIOCHE

Sponge:

2 lb. lukewarm milk

2½ oz. yeast

3 lb. bread flour (strong)

Allow to rise and drop.

Then add:

4½ oz. sugar (sucrose or dextrose)

2 lb. whole eggs

1 lb. 2 oz. bread flour (strong)

Then add and mix in:

2 lb. soft salted butter

Allow to rise and then take to the bench. The dough should be on the soft side.

HARD ROLLS

6 oz. sugar (sucrose or dextrose)

8 oz. salt

1 oz. yeast food

12 oz. shortening

4 oz. malt

13 oz. yeast

20 lb. flour (high gluten)

13 lb. water (variable)

Procedure:

Dissolve the yeast in part of the water. Place the sugar, salt, yeast food and malt in the mixer and add the balance of the water. Then add the flour. When partially mixed, add the yeast solution. When about ¾ mixed, add the shortening and mix to a smooth dough.

Dough temperature 80-82° F. First punch, 1 hr.; second punch 45 min.; take to the bench, 15 min.

Scale into 4½ lb. pieces and round up. Allow to rest for about 15 min. and press off into 36 pieces in a bun divider. Round up and give about half proof. Then make up into desired shapes. Place between dusted cloths or on peels. Proof and bake in a hot oven.

Use plenty of steam.

ORANGE CURRANT ROLLS

Cream together:

4 lb. sugar (sucrose or dextrose)

3½ oz. salt

3 lb. 8 oz. shortening

8 oz. grated orange rind

Juice from grated oranges

Add gradually:

2 lb. egg yolks

Mix together and add:

2 lb. yeast

8 lb. liquid milk

Then add:

15 lb. bread flour

5 lb. pastry flour

When about ¾ mixed, add and mix until smooth:

3 lb. 8 oz. currants

Dough temperature 81-82° F. Punch in about 2 hr. Take to the bench 25 min. later.

Scale into 40 oz. pieces and round up. Allow to rest for about 10 to 15 min. and divide with a bun press. Round up and place fairly close together on bun pans.

Proof and then bake at about 400° F.

As soon as the rolls are out of the oven, use the following icing for the tops:

Orange Icing

5 lb. powdered sugar

4 oz. egg whites

4 oz. grated orange rind

Juice from 4 oranges

Add enough water to bring the icing to the desired consistency.

SOFT ROLLS

(Straight)

25 lb. flour

13 lb. 12 oz. water (variable)

6 oz. salt

2 lb. 8 oz. sugar (sucrose or dextrose)

2 lb. 8 oz. shortening

1 lb. 4 oz. yeast

Method:

Dough temperature 80-82° F.

First punch 1 hr. To the bench ½ hr.

SOFT ROLLS

Sponge

9 lb. flour

5 lb. 8 oz. water

6 oz. yeast

½ oz. yeast food

1 oz. malt syrup

Sponge temperature, 78°.

Sponge time 4½ hr.

Dough

5 lb. flour

2 lb. 8 oz. water

4 oz. salt

1 lb. 6 oz. sugar (sucrose or dextrose)

1 lb. 6 oz. shortening

12 oz. milk solids (non fat)

Dough temperature 80°.

No floor time.

YEAST RAISED CORN ROLLS

2 lb. corn meal.

3 qt. water

Bring water to boil, stir in corn meal. Allow to cool.

Put above cooled preparation in mixer and add:

1 lb. sugar (sucrose or dextrose)

1 lb. whole eggs

2 oz. salt

12 oz. milk solids (non fat)

6 lb. flour

Dissolve and add on top of flour:

1 qt. water

8 oz. yeast

Add when dough is ¾ mixed:

1 lb. shortening

Temperature 78°.

First punch 1 hr., 45 min. Second punch 1 hr. To the bench 15 min.

Scale 3 lb. to a 3-dozen press. Round up plain or as for clover leaf and put in muffin pans. Proof, bake and wash rolls on coming from oven with melted butter.

SUBMARINE ROLLS

16 lb. flour (high protein)

8 lb. 8 oz. water (variable)

6 oz. yeast

4½ oz. salt

4 oz. sugar

1 lb. shortening

4 oz. malt

½ oz. yeast food

1 lb. egg whites

Dough temperature 79-80° F.

Fermentation time approximately 1 hr., 45 min. Then punch. Take to the bench 45 min. later.

Note: The egg whites may be added with the water. Make up similar to "hot dog" rolls.

EGGSHELL ROLLS

15 lb. flour (high gluten)

8 lb. water

6 oz. yeast

4 oz. salt

½ oz. yeast food

12 oz. sugar (sucrose or dextrose)

4 oz. malt

14 oz. shortening

1 lb. 4 oz. egg whites

Dough temperature 82° F.

First punch 1 hr., 40 min. To the bench 50 min. later.

Method: Mix the dough in the usual straight dough procedure, adding the egg whites when the dough is about ¾ mixed.

Scaling weight for hard rolls, Kaiser rolls, etc., 5 lb. to a 3-dozen press. For New York rolls 10 oz. for a string of ½ dozen.

Use plenty of steam while loading rolls into the oven. Leave the steam turned on until the rolls have a fairly good color.

BUTTER ROLLS

9 lb. flour

6 lb. water (variable)

8 oz. yeast

3 oz. salt

14 oz. milk solids (non fat)

1 lb. 4 oz. butter

1 lb. shortening

Dough temperature 80° F.

Get Your Share of the Profits

With warm weather, people will be spending more time outdoors. Eating outside has become very popular, and the wide awake baker will capitalize on this trend.

Buns and rolls of all types are appropriate—they fit perfectly for a variety of uses. They are ideally suited from the production standpoint. A large variety may be made up and placed in a retarding box to be baked off as needed. This procedure makes it possible to have a supply of hot rolls and buns available throughout the day. It is also convenient to bake them off when an unexpected order comes into the sales department.

An attractive display in the windows and show cases of a variety of buns and rolls in small baskets, similar to those being used in high class restaurants, will without a doubt attract a great deal of attention from the people passing by. The use of show cards and window strips is an aid to sales.

As these products are profitable, the sales force should be alerted to push them. The baker who is willing to expend some effort in the production and sales department will find himself well repaid. The business is there, so go after it—get your share!



A. J. Vander Voort

A. J. Vander Voort

... technical editor, author of this monthly formula feature and conductor of The Bakeshop Trouble Shooter (see page 51) and the Do You Know feature (see page 10), is head of the School of Baking, Dunwoody Industrial Institute, Minneapolis.

First punch 1 hr.
To the bench 15 min.

Procedure: Mix together salt, milk solids and part of the water. Dissolve the yeast in the balance of the water. Add the flour and then add the yeast solution. When partially mixed, add the butter and shortening and mix until smooth.

On taking the dough to the bench, roll it out in a rectangular shape about $\frac{1}{4}$ in. in thickness. Wash the entire surface with melted butter and give a four-way fold. Let rest about 5 min. and repeat with a four-way fold. Let dough rest about 5 min. again and roll out until about $\frac{1}{2}$ in. in thickness.

Cut out with a 2 in. round cutter and place 8 doz. in a greased 18x26 in. bun pan. Give light proof and bake at 410° F. As soon as removed from the oven, brush melted butter on top of the rolls.

FANCY SOFT ROLLS

12 lb. flour
4 lb. pastry flour
1 gal. water (variable)
1 lb. yeast
4 oz. salt
3 lb. sugar
3 lb. shortening
1 lb. whole eggs

Mix in regular sequence as for soft rolls. Mix until thoroughly incorporated or smooth. Mix in low to medium speed. *Do not overmix.*

Temperature 80° F. First punch 1 hr., 45 min. To the bench 15 min.

Scale 2 lb., 12 oz. to a 3-dozen press. Make into fancy shapes. Wash with egg wash. Give $\frac{3}{4}$ proof and bake at 400-410° F.

SOFT POTATO ROLLS

20 lb. flour
5 lb. potato flour
16 lb. water variable
8 oz. salt
3 lb. sugar (sucrose or dextrose)
2 lb. milk solids (non fat)
3 lb. shortening
1 lb. yeast

Directions: Dissolve the yeast in part of the water. Cream smooth the salt, sugar and shortening. Add the balance of the water then the flour and on top of the flour add the potato flour and milk solids. Add the yeast solution next.

Mix on slow speed until the dough is smooth.

Dough temperature 78° F.
First punch about 1 hr., 30 min.
To the bench 15 min. later.

CHERRY BUNS

Make a dough as follows:

Mix together:

1 lb. sugar
1 lb. shortening
1 oz. salt
12 oz. egg yolks
Lemon to suit
A pinch of cardamon

Mix together and stir in:

3 oz. yeast
1 qt. milk (80° F.)

Then add and mix smooth:
3 lb. 8 oz. bread flour

Allow the dough to ferment for about 2 hr. and punch. Allow to rest and then take to the bench.

Cut dough into 2 oz. pieces; mold round and place on pans about 2 in. apart. Allow to proof and then, with a round object, press an indentation about $\frac{1}{2}$ in. in diameter in the center of each bun. Wash with an egg wash and then fill with cherry pie filling. Bake at about 390° F.

BUTTER BISCUITS

Mix together:

1 lb. sugar (sucrose or dextrose)
1 lb. butter
12 oz. shortening
4 oz. salt
10 oz. milk solids (non fat)

Mix together and add:

1 lb. yeast
10 lb. 8 oz. water

Then sift together, add and mix until smooth:

16 lb. flour (variable)
5 oz. baking powder

Dough temperature 90-92° F.
Roll out to about $\frac{1}{4}$ in. thickness, grease lightly with butter. Fold again. Cut with a 2 in. plain round cutter. Eight dozen on an 18x26 in. bun pan. Bake at about 400° F.

KAISER ROLLS

14 lb. flour (high gluten)
1 gal. water (variable)
6 oz. salt
4 oz. yeast
1 lb. egg whites
4 oz. malt
1 lb. vegetable oil

Procedure: Add ingredients in the regular manner, putting the oil in the dough when about $\frac{3}{4}$ mixed. The dough should be thoroughly developed.

Dough temperature 82° F.
First punch approximately 2 hrs.

Second punch 1 hr. Take to the bench 30 min. later.

Scale into pieces weighing about $4\frac{1}{2}$ lb. and round up. Allow to rest for about 15 min. and press off into 36 pieces in a bun divider. Round up and allow to relax. Then make up in Kaiser roll shape and place upside down in cloths and allow to proof. When proofed, turn right side up and bake at about 425° F., using a good quantity of low pressure steam.

ICEBOX SOFT ROLLS

9 lb. 12 oz. bread flour
3 lb. 4 oz. pastry flour
8 lb. cold milk
1 lb. 8 oz. yeast
4 oz. salt
2 oz. malt
1 lb. sugar (sucrose or dextrose)
1 lb. 8 oz. shortening
6 oz. egg whites

Dough temperature 60° F.

Procedure: Dissolve the yeast in part of the cold milk. Place the ingredients in the mixer in the regular order, adding the yeast solution on

top of the flour. Mix until smooth.

As soon as the dough is mixed, place it in the refrigerator for 1 hr.

Important: If the dough is to be left in the refrigerator overnight, use only $\frac{1}{2}$ the amount of yeast.

Make into desired shapes when the dough is removed from the refrigerator.

This dough may be made into butter rolls by proceeding in the following manner: For each 6 lb. dough, roll in 1 lb. 8 oz. butter. Give one 3-way fold and one 4-way fold. Place the dough back in the refrigerator for about 15 min. after each folding.

FRENCH CRESCENTS

Mix together:

1 lb. sugar (sucrose or dextrose)
4½ oz. salt
12 oz. yolks
4 oz. whole eggs

Add:

6 lb. milk

Then add:

15 lb. bread flour (variable)

Mix together and add:

2 lb. milk
6½ oz. yeast

Mix to a medium stiff dough. Allow the dough to relax and then roll out to about 1 in. thickness. Then spot on $\frac{3}{4}$ of the dough 3 lb. 8 oz. butter. Fold over similar to making Danish.

Place in the refrigerator and allow to rest. Roll out the dough and fold again. Allow to rest again and repeat rolling and folding. After giving the dough a little rest, make up into units of desired size.

GRAHAM SOFT ROLLS

21 lb. bread flour
9 lb. graham flour
17 lb. water (variable)
7 oz. salt

1 lb. 12 oz. sugar (sucrose or dextrose)

1 lb. 8 oz. yeast

1 lb. 8 oz. shortening

1 lb. 2 oz. molasses

Dough temperature 80-82° F.

First punch 1 hr. To the bench 30 min.

Scale into $4\frac{1}{2}$ lb. pieces and round up. Allow to rest for about 10-15 min. and divide into 36 pieces using a bun press. Round up and place on bun pans. Proof and bake at about 410° F. Wash with melted butter or shortening when removed from the oven.

Note: These may be made up like Parkerhouse rolls if desired.

The mixing procedure is like the regular straight dough procedure.

ONION RINGS AND HORNS

18 lb. flour (high gluten)
8 lb. water (onion)
9 oz. yeast
4 oz. salt
1 lb. sugar (sucrose or dextrose)
4 oz. milk solids (non fat)
12 oz. eggs
8 oz. vegetable oil
1 lb. dehydrated onions

Mix together the sugar, salt, milk solids, eggs and oil. Then add 6 lb. water. Dissolve the yeast in other 2 lb. water. Add the flour and then the yeast solution. Mix until a smooth dough is obtained.

Dough temperature about 75° F.

Allow one full rise, about $2\frac{1}{2}$ hr. Punch and allow to rest for about 20 min. and then take to the bench.

For onion rings, roll the dough out like cinnamon rolls. Wash the dough with water that is slightly salty and then sprinkle the soaked onions on this evenly. Roll up and then cut into pieces about 1 in. thick. Place 2 doz. pieces on a bun pan and wash with water and sprinkle poppy seed or a caraway and salt mixture on top.

Allow to proof and bake at about 400° F. using steam in the oven.

For onion horns, scale off the dough into pieces weighing 3 lb., 12 oz. Allow to rest for about 15 min. and then cut with a bun press. Separate the pieces and allow them to rise a little and then roll out as for crescents. Then dip the rolled-out piece of dough in the onions and make up like crescents. Wash the crescents with water and sprinkle with caraway and salt mixture or poppy seed. Place on pans and allow to proof. Bake at about 400° F. using steam in the oven.

Note: Soak the dehydrated onions in 1 gal. water for several hours. Drain off the excess water from the onions and add enough water to make up the water required for the dough. Use the soaked onions for the filling in the rolls.

DUTCH CRACKLE TOP ROLLS

10 lb. flour
3 qt. milk (variable)
3 oz. salt
7 oz. yeast
1 lb. 8 oz. sugar (sucrose or dextrose)
1 lb. eggs
6 oz. butter

Temperature 80° F. (1 full rise about 2 hr.) Take to the bench. Mix in regular sequence for sweet roll. Mix until smooth. *Do not overmix.*

At time of full rise, take to bench and roll out about $\frac{1}{2}$ in. thick. Cut with a 2 in. biscuit cutter and coat with topping given below. Proof until light and bake at about 400° F.

Topping

1 lb. sugar
2 oz. flour
4 oz. butter
4 oz. boiling water

Blend dry ingredients, add boiling water, and mix until smooth. As soon as rolls are cut, spread carefully a thin coat of topping.

BUTTER CUPS

2 lb. sugar (sucrose or dextrose)
8 oz. salt
2 lb. shortening
2 lb. yeast
24 lb. flour (variable)
17 lb. milk

Mix in the regular manner. Have dough on the soft side. Allow the dough to ferment. To each 8 lb. dough roll in 1 lb. 8 oz. butter. Give two rolls at once and rest for about 15 min. Then roll again and make up at once.

Cut strips cross-wise of dough and scale into 1 to $1\frac{1}{2}$ oz. pieces. Place into cupcake pans. Allow to proof and bake at about 400° F. Wash with melted butter as soon as removed from the oven.

Note: Dough temperature 76-78° F. Fermentation time about 1 hr., 30 min. Give medium proof using very little steam.

RYE HARD ROLLS

6 lb. 8 oz. dark rye flour
18 lb. 8 oz. clear flour
8 oz. yeast
8 oz. salt
4 oz. malt
8 oz. shortening
2 oz. caraway seed (if desired)
17 lb. water (variable)

Dough temperature 80-81° F.
First punch approximately 1 hr., 30 min.

Second punch 45 min.

To the bench 15 min. later.

Scale into pieces of desired weight and round up. Rest for about 15 min. and divide. Make up into various shapes such as split rolls, salt sticks, crescents, rolls, etc.

Give medium proof.

Bake at about 425° F. using plenty of steam.

MINNESOTA

(Continued from page 7)

merchandise correctly, we can all do well," said Mr. Grebe. "Bakers must work together. Our industry has much to offer, and if we merchandise as other industries do, there is no limit to where we can go."

Mr. Grebe then listed what, in his opinion, are the basic components of a bakery business. He termed the store selling area as the initial component. This area, he stated, is where the customer determines his opinion of us.

"Retail baking is one of the few industries where we still have personal service," said Mr. Grebe. "This is an expensive method of selling, but it can be worth its weight in gold when you consider the value of personal customer contact, of the power of a sales person to win loyal friends and customers for the bakery."

As the second component, Mr. Grebe listed baking itself—the ingredients and the manner in which they are used. "Using good materials actually lowers costs, because we provide opportunity to sell more baked foods of higher quality, thereby lowering other unit costs," he asserted. "On the other hand, savings per item are so small when you cut good ingredients that the damage incurred is just not worth the skimping," he said.

Mr. Grebe cited bakery costs as the next basic component of the business, and recited several cost-of-operation formulas which bakers should know to determine their profit and loss position. These included the material costs of a loaf of bread, the cost of production relative to sales, and the comparative rise and fall of each factor month by month and year by year.

Production Club

The final session of the convention was the production club panel, at

which Clarence Ferrell, the Paniplus Co., acted as moderator. Members were Charles Bonstrom, Zinsmaster Baking Co., Minneapolis; Ed Busch, Fairview Home Bakery, St. Paul; Howard Kramp, Emrich Baking Co., Minneapolis, and Lloyd Sorensen, Linden Hills Bakery, Minneapolis. Present with the panel were Harry Bailey, Regan Bakeries, Inc., Minneapolis, production club president, and Carl Wildfang, Corn Products Co., St. Paul, production club program chairman.

Subjects covered included preparation and the relative importance of whiteness in icings; the value of a polyethylene overwrap for bread, cinnamon rolls and coffee cake; shipping of decorated cakes, and the mixing of bread and bun doughs.

On behalf of the production club, Mr. Bailey presented a \$75 check to A. J. Vander Voort, head of the baking school at Dunwoody Industrial Institute, Minneapolis, to aid the school's tuition fund.

—BREAD IS THE STAFF OF LIFE—

Louis Stein Given Brotherhood Award

NEW YORK—R. Newton Laughlin, president of Continental Baking Co., was chairman of a dinner held recently in New York to honor Louis Stein, president of Food Fair Stores, Inc., with the 1959 National Brotherhood Award of the National Conference of Christians and Jews. The award was given for "distinguished service by Mr. Stein in the field of human relations."

In accepting the award, Mr. Stein urged establishment of a world-wide project in human relations research, to be called "The Humanistical Year," and which would seek to improve understanding among men, similar to the scientific research of the International Geophysical Year.

PENNSYLVANIA

(Continued from page 10)

ley, president of Parade Publications, Inc., who stated that "dependence on old and obsolete equipment has done more to destroy business than anything else in the world."

However, Mr. Motley, acknowledged as one of the top salesmen in the world, noted that "you cannot automate sales" and counseled his audience to "know your product, see a lot of people in lots of ways, ask them all to buy and use common sense in your sales approach."

The functions, importance and obligations of the allied men in a successful industry enterprise were stressed orally and dramatically at the afternoon session.

This portion of the program led off with a drama in four acts, "Murder in the Beauty Parlor," written, produced, directed and moderated by James R. Phelan, Bakers Weekly, New York, which illustrated an actual incident wherein the work of the allied trades and the Royal Order of Loyal Loafers combatted dietary misconceptions about baked foods in the American diet. The lead roles in the play were portrayed by Mr. and Mrs. William Oldach and Mr. and Mrs. William Gallagher of William H. Oldach, Philadelphia.

Dudley E. McFadden, public relations director, American Bakers Assn., Chicago, commenting on the playlet, noted the important point it stressed relative to misconceptions and the story that must be told about the importance of baked foods and their nutritional value in the American diet. Mr. McFadden cited the work being done by the ABA and called for more support in telling the story to the American public. Pointing to this need for more effort in promoting the industry and its products, he stated that "there is so much you can do with so little effort to benefit so many people." He concluded by indicating "we are geared to help you whenever we can—all you have to do is call on us."

The role played by the allied men in telling the story of baked foods and their nutritional value was noted by William A. Lohman, Jr., General Mills, Inc., Minneapolis, and president of the ATBL.

Mr. Lohman reported that "in some parts of the country, allied men have done yeomen's work by getting doctors, dentists, nutrition teachers and others to sway public opinion to better understand bread and baked foods. They have made the grocery trade a little more conscious of the profit and merchandising advantages of popular brands of baked foods. These positive actions, if they could be measured in dollars and cents, would represent a huge expenditure . . . not even the largest baker could afford to hire such manpower to have the advantages of a nationwide organization to support the industry and, therefore, the individual bakers in all communities."

Mr. Lohman concluded by calling for ideas, suggestions and constructive criticism, stating that "we can always improve, and we want to make next year an even bigger success so more people will realize that ATBL is a factor and an important adjunct of the baking industry itself."

Wrappings Discussed

Bread wrappings over the course of the years from parchment, in-

troduced in 1910, to the latest polyethylene materials, were covered in addresses by Clarence Lithio, Rap-In-Wax Paper Co., Minneapolis, and Ted Jensen, Pollock Paper Corp., Dallas, as a "wrap-up" on the program prior to the sales and production question and answer panel session.

The panel session, an annual feature, was moderated by William E. Maier, Maier's Bakery, Reading Pa., and featured all program speakers with the addition of Walter Clissold, Baking Industry, Washington, D.C., and Kenneth Souser, legal counsel for the Pennsylvania Bakers Assn., Philadelphia.

Following comments on a most successful meeting and a salute to representatives of local, state and national groups at the meeting by Ernest Latsha, Ernest E. Latsha Co., Harrisburg, Pa., president of Pennsylvania Division No. 4, the meeting concluded with the annual cocktail party hosted by the Pennsylvania allied group.

—BREAD IS THE STAFF OF LIFE—

Southern Bakeries' Owners Approve Stock Changes

ATLANTA, GA.—Stockholders of Southern Bakeries Co., at their annual meeting here approved a two-for-one split of the company's common stock and retirement of all outstanding preferred stock through issuance of two new common shares and a \$10 debenture for each share of preferred. The twin proposals, effected through changes in the company's charter, originated at a recent meeting of Southern's board of directors, according to Ogden A. Geilfuss, president.

In other actions, stockholders approved the issuance of 1 million shares of common stock having a par value of \$7 a share. Also voted was a proposal to give a stated capital attributable to the outstanding participating preferred stock of \$14 a share, and a proposal to exchange for each outstanding share of preferred stock two shares of the new \$7 par value common stock and one \$10 face value 7½% subordinated 30-year debenture, callable at a premium of 25% of face value at any time on 30 days' notice.

At the same time the amendment becomes effective, the stated capital of the corporation with reference to the preferred stock will be increased by transferring \$194,940 from surplus. On the surrender of each presently outstanding preferred share in exchange for the debenture and two shares of common, there will be transferred from the stated capital attributed to preferred stock \$14 to the paid-in capital attributable to two shares of the \$7 par common stock.

In addition, \$1.4 million will be transferred from the paid-in and earned surplus to the extent necessary to provide for the aggregate stated value of the 200,000 shares of the company's \$7 par value stock that present common holders will have. The number of outstanding preferred shares will be limited to the 129,960 now outstanding.

Mr. Geilfuss indicated that the debenture will be considered tantamount to a dividend for federal income tax purposes to the extent of its fair market value.



BAKERS' WEEK BOOTH—This bakery window display has been making the rounds in recent weeks, and the most recent place it appeared was at the Minnesota Bakers Assn. convention in Minneapolis. The booth is the property of the Associated Bakers of St. Paul, and emphasizes the May 17-23, 1959, National Retail Bakers Week specials. Viewing the display are Larry Bolvig, Procter & Gamble, Minneapolis, and Mrs. Don Parry, convention and visitors' bureau, Minneapolis Chamber of Commerce. Both assisted with the 1959 MBA registration.

THE BAKE SHOP

Trouble Shooter

Cheese Cake

I am having trouble trying to produce a New York-style cheese cake. I use a formula with 2½ lb. cream cheese baked in a standard spring form pan. After the cake is baked, it settles when cooling. Although very edible, it is misshapen. Have you a formula which will overcome this difficulty?—C. F. P., Mass.

Here are a couple of cheese cake formulas. One is for the cream type and the other is for a fluffy type made with cottage cheese.

CHEESE CAKES

(Fluffy Type)

Mix together by hand:

5 lb. cottage cheese (extra dry)
8 oz. cake flour
1 oz. salt
Juice and rind of 1 lemon

Bring to a boil and stir in rapidly:

1 qt. milk
4 oz. butter

Then add while still warm the following meringue made of 1 pt. water and 3½ lb. sugar boiled to 240° F. and beaten into 1 qt. of egg whites. These ingredients should be mixed together as fast as possible and then poured into a pan 18x25x 4½ in. lined with the following mixture:

Rub together:

1½ lb. graham crackers
1 lb. granulated sugar
6 oz. melted butter
1 oz. cocoa

As soon as the filling is in the pan, place it in the oven at about 375 to 380° F. Bake for 40 to 50 min.

Note: The correct type of cheese is important. The milk and meringue should be added while hot. The cheese mixture should be lukewarm when it goes into the oven. The pan should be lined with wooden liners about ½ in. thick. Do not bake any longer than necessary.

CREAM CHEESE CAKE

(No. 2)

Mix together until smooth:

5 lb. cream cheese
1 lb. 8 oz. sugar
1 oz. salt

Add and whip together until creamy:

12 oz. bread flour
8 oz. shortening
1 lb. 4 oz. egg yolks
Vanilla to suit
Grated rind of 2 lemons
Grated rind of 2 oranges

Add gradually:

1 qt. cream (light)

Then whip together until stiff and fold in carefully:

1 lb. 8 oz. sugar
2 lb. egg whites

Deposit into layer cake pans which have the bottoms covered either with pie dough or short paste.

Short Paste Dough

Mix together:

1 lb. powdered sugar

1 lb. butter
1 lb. shortening
¼ oz. salt
Vanilla to suit

Add:

8 oz. whole eggs

Sift, add and mix in until smooth:

3 lb. pastry flour

Bagels

We wish to make Jewish bagels, but have no formula. Can you supply one?—B. G., Ohio.

Here is a bagel recipe you may wish to try.

JEWISH BAGELS

Mix to a smooth dough having a medium consistency:

50 lb. high gluten flour
3½ gal. water (variable)
1 lb. 12 oz. malt
12 oz. yeast
10 oz. salt

Dough temperature 80° to 82° F.
Mix for about 5 min.

Ferment approximately 30 min.

Make up and proof about 45 min.

Then place in boiling water for 3 min.

Bake on a board for 3 min.

Then bake for 3 min. on the hearth.

Turn the bagels over and bake for 3 min. more.

Apple Turnovers

I am making apple turnovers for the wholesale market. When I put the filling in after baking, it spoils in two days. If I put it in before baking, it dehydrates so that there is very little left. I am trying to get a filling that carries up to 5 or 6 days without spoiling. I use the full

amount of retarder required—and I have tried both dry fruit and solid pack.—W. E., Georgia.

Very frankly, in my opinion the only good turnover is a fresh one. However, to answer your problem I would like to suggest that you replace a part of the moisture in the filling with corn syrup (glucose). This will help the filling to stay moist for a longer period of time.

You may have to do a little experimenting as to what amount will produce the best results. I am wondering if you are using a cooked filling or if you are using one of the new type starches where no cooking is required. I would suggest that you cook the filling thoroughly.

Meringue Pies

We are having trouble with our meringue pies. We use frozen egg whites and a cold process egg stabilizer. After the pies come from the oven, we have to drain a brown liquid from them. We bake our meringue at 400° F. Will you kindly tell me what causes this trouble?—H. P., Florida.

I am wondering if, perhaps, you are properly following the directions given with this product. Or, there is a possibility that the stabilizer is not doing the job it is supposed to do.

I know there are a number of stabilizers available that are very excellent for prevention of the breakdown of meringue. We have had our best success with the so-called cooked

stabilizers. You may desire to use one of those, which I am sure you can purchase from your supply house.

Sponge Cake

I am having difficulty with my sponge cakes—they fail to come out fine and soft. Can you help?—W. Y., P. I.

In making sponge cakes it is important that the eggs are beaten properly until the foam holds a soft crease. This means when the end of a bowl knife is drawn edgewise through the foam the track it leaves should slowly flatten out, although it should not disappear entirely. The liquid is then added gradually. After that the flour and leavening should be folded in carefully. This may be done either by hand or by machine. If the machine is used, the flour should be mixed in on low speed and then the hand should be used to finish mixing. The cakes should then be sealed and rushed to the oven. Try this formula.

MILK SPONGE

Beat medium stiff:

2 lb. sugar
¾ qt. whole eggs
¼ qt. yolks
8 oz. corn syrup
½ oz. salt

Add slowly:

1 pt. hot (140° F.) milk
Vanilla to suit

Sieve and fold in carefully:

2 lb. flour
½ oz. baking powder

Make into sheets, layers or tube pans. May also be used for jelly rolls with excellent results.

Got a Problem?

Use this coupon to tell your troubles to A. J. Vander Voort, nationally known production authority, head of the Dunwoody Baking School, technical editor of The American Baker. He will answer and analyze production problems without cost to you:

(Send samples of baked foods to A. J. Vander Voort, Dunwoody Industrial Institute, Minneapolis.) Address letters to:

P.O. Box 67, Minneapolis 40, Minnesota

ANSWERS TO "DO YOU KNOW?"

Questions on page 10

1. **False.** A number of bakers are using this seemingly high temperature for their sponges with very good results.

2. **False.** Usually this type of fat will have an objectionable odor and flavor. It is recommended that old frying fats be sold to soap manufacturers or discarded.

3. **True.** Unbleached pastry flour will produce a more tender product. While unbleached flour is not as light in color as bleached, this factor is of no importance in these types of products.

4. **False.** Meringues and kisses should be baked at about 250 to 275° F. If a higher temperature is used, they will discolor due to caramelizing of the sugar. Meringues and kisses should be dried rather than baked.

5. **True.** Wetting the pans decreases some shrinkage of the dough during the baking process.

6. **False.** A slow speed mixer will produce the best results. High speed mixing over-develops the dough, causing it to become sticky, resulting in small loaf volume.

7. **False.** Bread should be cooled gradually so that the top crust will not crack. The atmosphere should be fairly humid to keep moisture loss from the loaf low as possible. The inside of the loaf should be 110° F. or lower before wrapping.

8. **True.** Care must be taken not to use too much. A small amount of lemon juice will help if no citric acid is available. When citric acid is used, it is best to dissolve 4 oz. in 1 pt. water so that there is less danger of using too much.

9. **True.** Shortening has a mellowing or softening effect upon gluten in the dough. A hard wheat flour contains more protein of a more elastic type than a soft wheat flour. Therefore, more shortening must be used to produce the same tenderness or shortness in the finished product.

10. **False.** Bread flour, due to its greater protein, will produce a tougher cake. Therefore, it is not recommended as an ingredient in making sponge cakes.

11. **True.** This is the law in Minnesota. Other states may have different rulings on this.

12. **True.** Overheating icing is the most common cause for it to turn gray. It is best not to heat it over 110° F.

13. **False.** This trouble is usually due to cooling the bread too rapidly by placing it in a cold draft.

14. **True.** Powdered sugar is made by grinding granulated sugar. If no starch is added to the powdered sugar, sweetness is the same. However, generally 3% starch is added to powdered sugar to decrease the tendency for it to become lumpy. The sweetness of powdered sugar is then less than that of granulated sugar.

15. **False.** If this procedure is used, there is a good possibility that the dough will be overmixed. This will result in an inferior loaf of bread.

16. **False.** The reverse is true. The starch content of bread flour is about 73% and in a cake flour about 78%.

17. **False.** The stronger flour needs greater development by fermentation and should, therefore, be used in the sponge.

18. **True.** When hard rolls are placed in an oven containing steam, they become covered with condensed moisture. This condensed moisture causes the dough surface to gelatinize, allowing the rolls to stretch and expand. This stretching produces a thin crust.

19. **False.** The results would not be the same. They are of different compositions: For instance, glucose is rated about 35% in sweetness and invert syrup about 102%. Cane and beet sugar are 100% sweet. Invert syrup is also much more hygroscopic than glucose.

20. **True.** Whole milk powder is composed of about 37½% lactose, 29¼% butter fat, 27% protein and 6¼% mineral matter.

BENSON

(Continued from page 5)

such as provided by wheat, corn, or potatoes—we may not have to be so concerned about the kinds and amounts of fats we eat, so long as total calorie requirements are not exceeded."

He stressed: "If further research bears this out, it will be a tremendously important nutrition fact."

Research Given Attention

Research came in for some of Mr. Benson's attention: "As you well know, one of the big problems in your industry has been the staling of bread and bakery products. The second half of the loaf doesn't go as fast as the first. Scientists have now helped make it practical to market frozen bread. Freezing stabilizes the bread's quality. Your industry may find it profitable to freeze as much as every third loaf of the 11 billion pounds of baker's bread we consume each year."

Moving to the wheat situation, Mr. Benson declared: "The problem is not just a question of cutting down the surplus. It is a problem of bringing about a better balance between sup-

ply and demand. It would be folly to continue the present program. To do so would mean building up the surplus by from 200 million to 400 million bushels a year until the whole program comes crashing down upon our heads."

Mr. Benson warned: "It might mean the breakdown of all price support programs." He believed that a far better approach would be to provide wheat growers with a program that moves toward freedom to produce and compete for markets—a positive program that moves away from dependence on price supports and production controls. When such a program becomes fully effective it would eliminate all acreage allotment and marketing quotas for wheat. It would relate price supports for wheat to realistic market conditions. Adequate supplies of good milling wheat would be available. Preferred quality wheat would then sell in the markets at premiums above support. With such a program, wheat could really compete on its own merits.

"We seek positive progress, not palliatives," Mr. Benson averred. "We seek a farm policy that helps agriculture stand on its own feet. We seek a pattern of farming that requires a minimum of government intervention. We seek to move in the direction in which the great majority of farmers wants to move."

Amid applause, Mr. Benson said: "Your association and the modern American retail bakery point up some of the fundamental differences between freedom and dictatorship—between free enterprise and state control—between the USA and USSR."

New President

Officers introduced during the convention were: L. Carroll Cole, Cole Bakeries, Inc., Muskegon, Mich., new president; Gordon Nash, Priscilla Bakery, St. Bernard, Ohio, first vice president; Martin Olson, the Bungalow Bake Shop, St. Paul, second vice president; Jack Neldam, Neldam's Danish Bakery, Oakland, Cal., third vice president; Trudy Schurr, Chicago, executive secretary, and Bernard Bowling, Plehn's Bakery, Louisville, treasurer.



MEET "MISS MUFFIN"—Martha Brunner, 10, tried out the bicycle she won as the new "Little Miss Muffin" in the second annual national contest sponsored by the Associated Retail Bakers of America. Martha is assisted by Ivy Baker Priest, U.S. treasurer, who crowned her. Martha was sponsored by the Retail Master Bakers Association of Western Pennsylvania.

WANT ADS

Advertisements in this department are 15¢ per word; minimum charge, \$2.25. (Count six words for signature.) Add 20¢ per insertion for forwarding of replies if keyed to office of publication. Situation Wanted advertisements will be accepted for 10¢ per word, \$1.50 minimum. Add 20¢ per insertion for keyed replies. Display Want Ads \$7 per inch per insertion. All Want Ads cash with order.

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BAKERY FLOUR SALESMAN

Well known mill with locations for milling spring, southwest and blended flour, with excellent facilities for servicing bulk flour users, wants a bakery flour salesman, for territory covering upper Illinois, Indiana, and part of Michigan. Prefer man with knowledge and experience in the baking industry, or with previous flour selling experience. Good salary, traveling expenses, and car furnished. Excellent opportunity for good aggressive salesman. Address Ad No. 4810, The American Baker, Minneapolis 40, Minn.

Assistant Baking Technologist

Major flour miller has excellent opportunity for graduate (BS or MS) cereal chemist with 1 to 3 years' commercial baking experience or training. Initial responsibilities involve experimental baking and some customer service work. Additional responsibility benefit program. Write Box 4755 giving full background. All replies confidential. The American Baker, Minneapolis 40, Minn.

MISCELLANEOUS

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MISS MUFFIN

(Continued from page 3)

well, Sacramento (Cal.) Retail Bakers Assn.; Matella Colpitts, Master Retail Bakers of Greater St. Louis, Leo Rozanek; Charmaine Denise Donnay, Associated Retail Bakers of Greater Chicago, Carl Hoch; Donna Lynn Dumm, Master Bakers Business Association of Philadelphia, Martin Baumann; Judy Endacott, New Orleans Master Bakers Assn., George Weill; Ivy Leigh Glisson, New Jersey Bakers Board of Trade, Joseph Gratzel; Thalia Ann Hall, Greater Akron (Ohio) Retail Bakers Assn., R. J. Hahn; Patricia Sue Keifer, Greater Cincinnati Retail Bakers Assn., William Hartmann; Andrea Price, Associated Retail Bakers of Greater Washington, D.C., Max Brenner; Linda Ann Scott, Master Retail Bakers Association of Los Angeles County, George Izuma, and Eileen Sherry, Dayton (Ohio) Retail Bakers Assn., escorted by Ed Taylor.



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GRIST & GRINS



Guest phoning down from his hotel room: "Is this the desk clerk?"

Clerk: "Well, what's eating you now?"

Guest: "That's what I'd like to know."

Of course money isn't everything—plentiful, for instance.

Bill: "I understand Harry has a cold. What did they do for him?"

Phil: "They prescribed a jigger of bourbon and two aspirins every night. His wife told me this morning that he's three days behind on the aspirin and three years ahead on the bourbon."

An elderly retired couple from a remote town was visiting New York for the first time. The sights seemed to interest the old gentleman more than his wife, who finally exclaimed, "John, the way you stare at these city women is something scandalous! A body'd think you'd never seen legs before."

"Well," John mused, "that's what I was thinking myself."

The little girl was entertaining visitors until her mother was ready. One of the ladies remarked to the other with a significant look, "Not very p-r-e-t-t-y," spelling out the word.

"No," answered the child, "but awful s-m-a-r-t."

A man and his small son were standing in front of a lion's cage at the zoo.

Suddenly the little tyke asked: "Daddy, if that lion gets out of his cage and eats you up, what bus should I take home?"



The American Baker reaches the two groups vital to your product's acceptance—the production superintendent who selects it, and the plant manager who approves it. Cover "both sides of the street" economically through advertising in The American Baker.

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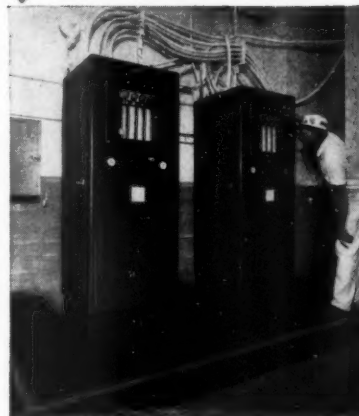
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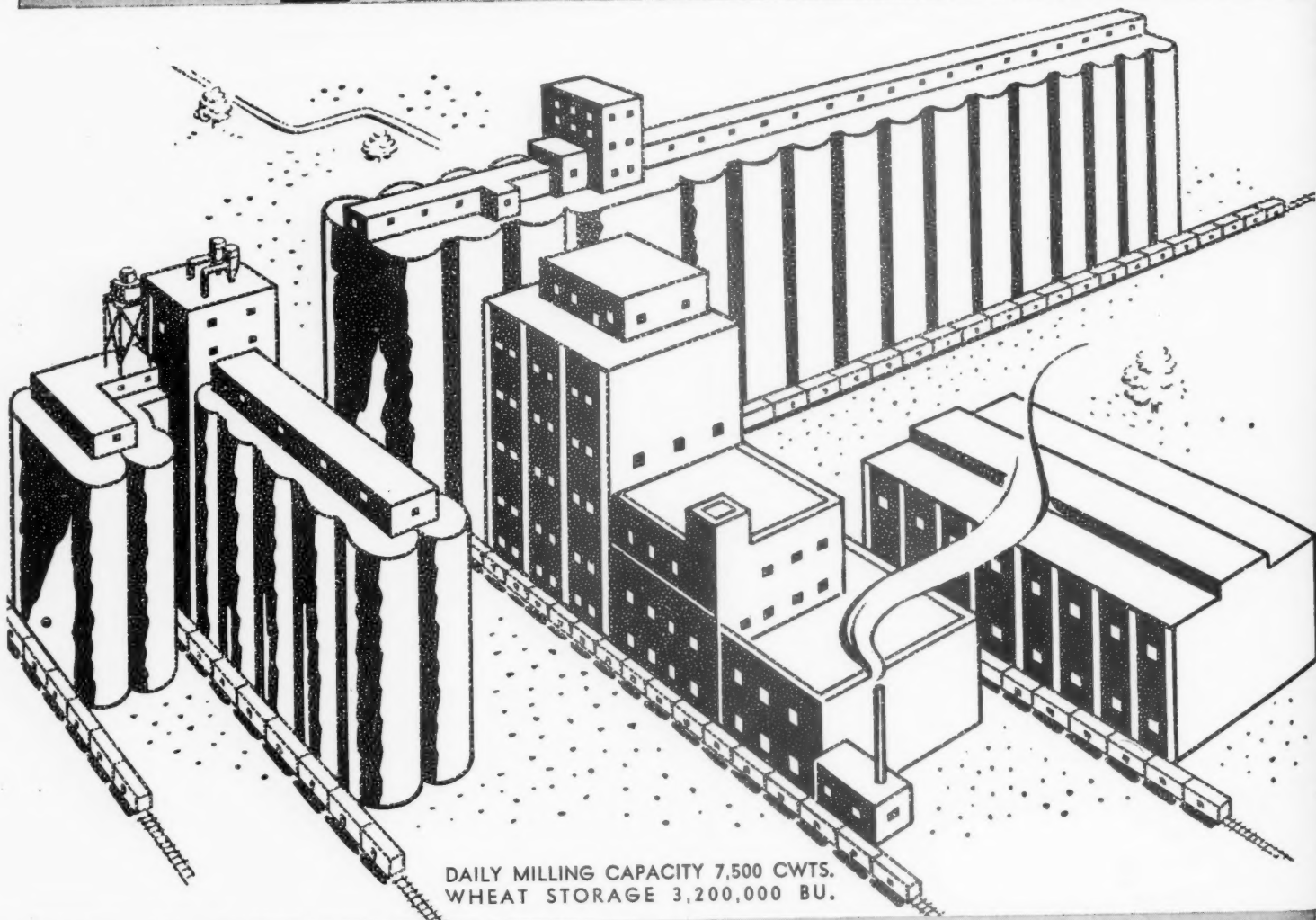


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